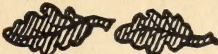


The House of JARROLD'S

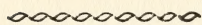
1823  1923

[Established 1770]



A Brief History
of One Hundred Years

The House of
JARROLD
Founded in 1770



A Brief Survey
now given for
the first time of
ONE HUNDRED
years of progress
& achievement





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JOHN JARROLD, born 1744, died 1775, founder of the House of Jarrolds, at Church Street, Woodbridge, sometime previous to 1770 (printer and bookseller), a man of considerable ability and promise.

"Taken away in the midst of his days—a truly valued and justly esteemed friend—benevolent—generous and affectionate, loving to see all about him happy. Bigotry and discord were his aversion—he breathed the spirit of love like John, the beloved disciple of our Lord."—REV. JOHN PALMER, Woodbridge.

The House of JARROLD'S

1823   1923

[Established 1770]



A Brief History
of One Hundred Years

1924

Printed at their Works

THE EMPIRE PRESS, ST. JAMES, NORWICH



JOHN JARROLD II. Born at Woodbridge in 1773, a period of singular interest in British history. He saw the loss of our American Colonies, the annexation of India, the French Revolution, the long, destructive European wars, the formation of the great Protestant institutions, such as the Bible Society, the Church Missionary Society, the Tract Society, the Sabbath Schools Society, Lancastrian Day School Society, and the Abolition of the Slave Trade.

He succeeded to his father's business at Woodbridge in 1794. In 1810 he was joined by Benjamin Smith, and in the same year started printing at Dallinghoo Farm, removing to Norwich with his eldest son in 1823, where he founded the present firm of Jarrold & Sons. He died at Coltishall in 1852.



A Sketch of the Original House
founded in 1770 at Woodbridge.

A Brief History of One Hundred Years of the House of Jarrolds at Norwich, 1823—1923.

In the Early Days of Printing



THE Jarrold family are of Dutch or Huguenot origin. An old diary points to their ancestor—a certain Colonel Jarrold—having come over with William of Orange in 1688.

Of this it is certain that for generations past they have been strong in the Protestant faith, and at all times fighters for civil and religious freedom and liberty.

Recent research in and around Colchester and surrounding towns seems to show that men of the name had been settled in England from the time of the St. Bartholomew Massacre, 1572, or the outbreak of the Spanish Fury under the Duke of Alva, 1570.

1570

A deed dated November 3, 1576, records that Jotnem (John) Jerrold was co-trustee with Simon Laughlin, for the Boxford Grammar School, shows them as clothiers (i.e. makers of "Bay and Say"), of Groten near Polstead, Suffolk, ten miles from Manningtree and eight from Colchester, and it is probable both were of Dutch or Flemish origin.

1576

The House of Jarrolds

1634 Robert Jarrold lived in St. James' Parish, Colchester, in 1634.

Alderman Samuel Jarrold was Mayor of Colchester in 1723, about six generations from the present holders of the name.

Men of the name seem to have brought with them to England, silk weaving, the "Bay and Say" trade, the making of parchment writing materials, and the art of printing.

1770 More than a century and a half ago the foundation of the House of Jarrolds was laid in the old-world town of Woodbridge on the Deben in Suffolk, with its two quays, from whence much trade was done in olden times with the Continent.

John Jarrold (great grandfather of two of the present Directors) founded the business of Bookseller and Printer some time previous to 1770, in a modest way, in Church Street, Woodbridge, in the reign of King George III. He died at the age of thirty in 1775, but despite his short life he had earned the deep and abiding respect of his neighbours, as is shown by local records.

After his death the business was carried on for several years by trustees for his son John Jarrold II, he being only two years of age.

1785 His mother, Elizabeth Cranwell Jarrold, was a native of Norwich, and her maiden name was Coates. It is believed he spent his early boyhood here until her death on December 21, 1785; she was buried in St. Mary's Coslany Church, Norwich. After his mother's death, John Jarrold II was brought up by his grandfather, Cranwell Coates of Gainsborough, with his cousin, Patience Tindell, but he always spoke of how much he owed to his mother's influence and training in his early days.

The House of Jarrolds

He was apprenticed to Mr. Silcock of Stalham, and, living with the family, was brought in contact with people of character who did not fail to make their impression on his life and career. 1787

John Jarrold II, on attaining his majority in 1794, took charge of and continued the business which had been his father's in Church Street, Woodbridge. 1794

About this time John Jarrold II became acquainted with two very talented brothers. Robert and Benjamin Smith, most probably at the house of Mr. Hill of Bungay, as both John Jarrold and Benjamin Smith married daughters of that house. 1796

Robert Smith, a man of some little genius, invented some great improvements in modern appliances for stereotyping. 1800

Stereotypes of "Poole's Illustrated Bible," made by his process, are as sharp and clear to-day as when originally made. Robert Smith, dying young, was succeeded by his brother. Benjamin Smith, who shortly after left Messrs. Brightly and commenced printing and publishing at Bungay.

John Jarrold II was married to Miss Hannah Elizabeth Hill of Bungay, on September 25, 1800, a woman of very fine character who had a far-reaching influence on the lives of all her four sons. She was of very active temperament, and took a keen interest in the business, and also in all the members of the staff, of small dimensions in those days.

In 1810 Benjamin Smith removed to Woodbridge, and was joined in partnership with John Jarrold II. They undertook the printing and publishing of many important books, trading as Smith & Jarrold and Smith & Co., till the dissolution of partnership in 1821. 1810

The House of Jarrolds



OLD COMPOSING AND PRINTING ROOM IN GRANARY AT THE GROVE FARM,
DALLINGHOO, 1803-1823.

1810
to
1821

A printing press was established on Mr. Jarrold's farm at Dallinghoo, utilizing for the purpose the old granary and one or two rooms of the old farmhouse. Here were produced a number of "Tracts for the Times," elementary school primers, small books on natural history; also, in collaboration with his partner Benjamin Smith, more important works were successfully printed and published, including "Poole's Illustrated Bible" in two quarto volumes, "Captain Cook's Voyages" (Illustrated 4to), "Burkitt's New Testament," "The Suffolk Traveller," etc., and other works of a miscellaneous popular character in numbers. In this kind of business they were contemporary with Alderman Kelly of London, and Nuthall and Fisher of Liverpool.

John Jarrold II, on the dissolution of this partnership, retained the stereo-plates and printing plant at his farmhouse at Dallinghoo, where he continued till 1823.

T H E H O U S E O F J A R R O L D S



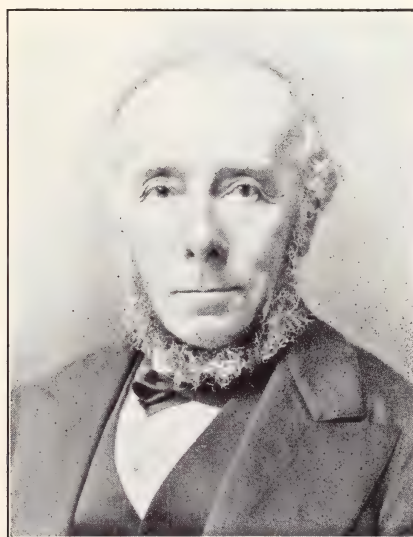
JOHN JAMES JARROLD.
1803-1843.



SAMUEL JARROLD.
1805-1874.



WILLIAM P. JARROLD.
1810-1876



THOMAS JARROLD.
1812-1877

THE FOUR BROTHERS

THE FOUR MRS. JARROLD



HANNAH ELIZABETH JARROLD,
wife of John Jarrold II. 1774-1840



ELIZABETH LOUISA JARROLD,
wife of Samuel Jarrold. 1830-1917.



EMMA JARROLD,
wife of William P. Jarrold. 1820-1893.



HANNAH ELIZABETH JARROLD,
wife of Thomas Jarrold. 1822-1898.

DIRECTORS OF THE PRESENT DAY



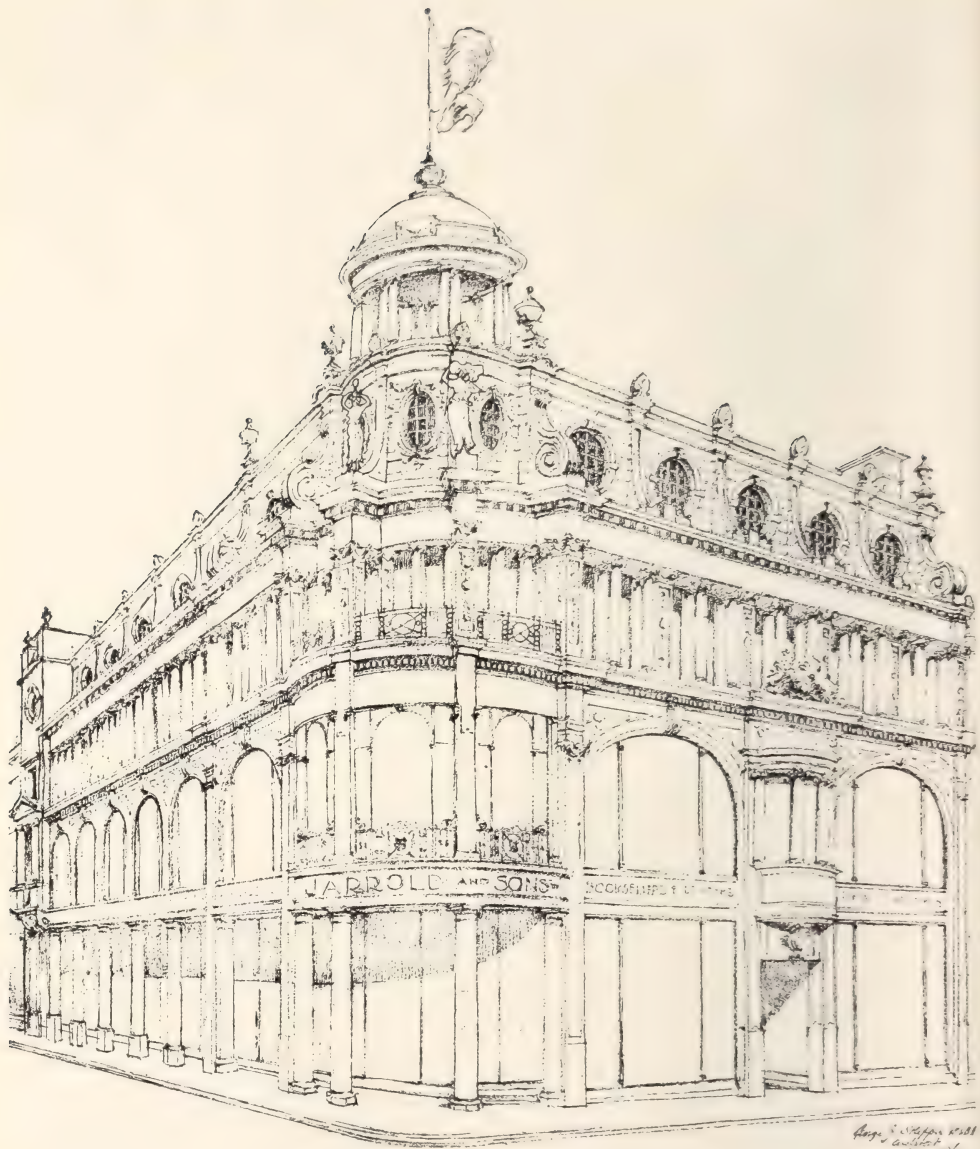
W. T. F. JARROLD
(Chairman of the Board of Directors).



T. H. C. JARROLD
(Director).



P. E. DRIVER
(Director).



"LOOKING FORWARD"

A SKETCH BY MR. G. J. SKIPPER,

*Depicting the completed elevation of
THE HOUSE OF FARROLS*

The House of Jarrolds

John Jarrold II, with his friend George Lamb, 1820
founded the first Sabbath school in Woodbridge,
and one of the first in the county.

Among instances of usefulness arising from the school, it is remarkable that one lad, named Robert May, who was for a time in Mr. Jarrold's class, went out as a missionary to India. He was poor and ill-educated, but showed great delight in the Bible. From the feeling that there were plenty of teachers at home, and few to teach poor black children the way of salvation, he resolved to offer himself for missionary work. He went to Chinsura, where he took charge of schools containing 3,000 children, and wrote home to say: "I am happy as a prince, and perhaps much more so." He had been in India about six years when his useful life was cut short by a violent fever, which suddenly caused his death. His last words were, "Live closer to Christ; Christ is precious."

John Jarrold II and his friend George Lamb took a leading part in defending public worship in the villages around, especially Wickham Market. At this time meetings were liable to be broken up and grievously ill-treated by unruly crowds, who stoned and roughly handled those attending "for worship." Two ministers—Rev. J. Thompson and Rev. W. Seaton of Woodbridge—went out to preach at Wickham Market, and were there so outrageously treated that Mr. Jarrold and Mr. Lamb felt it their duty to stand by them to uphold Christian truth and English liberty. They retained Mr. John Wilkes, and appealed to the magistrates, but in vain. The Grand Jury ignored the bill of indictment against the rioters on the plea that "what was done outside the walls of the place of worship did not come under the provisions of the Act." The magistrates tried to reason with the complainants on the ground that

The House of Jarrolds

1820 Independents were respectable, and had a standing in the town, but the Baptists were ignorant and intrusive, and must be put down. Mr. Lamb replied, "Gentlemen, I appear here not for persons but principles. These are now trampled upon, and religion is endangered. We will never retire from the contest until these are regarded and liberty to preach and worship shall be enjoyed by all."

Persecution and rioting increased; they both suffered personal violence and injury. Finally the matter, at the great cost of £823, was taken to the Court of the King's Bench. To avoid their trial, six of the accused pleaded guilty, agreed to confess their guilt, and to pay £200 fine, and were bound over to keep the peace for ever.

These events aroused the sympathy of Protestants throughout the country, and the Society for the Protection of Religious Liberty was formed, which paid the whole costs of the suit, and the £200 fine was given to the Bible Society, on condition that Wickham Market was always to be well supplied with the Word of God, and the Society also obtained an Act for the full protection of all persons in Divine Worship.

1823 John Jarrold II and his eldest son, John James Jarrold, removed to Norwich in September, 1823, commencing on the south side of London Street (No. 3, Cockey Lane of those days), three doors from the Market Place, as Jarrold & Son, his second son, Samuel, assisting as apprentice compositor.

There was a fine opening for such a business in Norwich, and it quickly increased, until it supplied a great proportion of books and stationery for Norfolk.

Mrs. Jarrold appears also to have been of great help to the business. Mr. Jarrold, senior,

The House of Jarrolds

travelled in Norfolk and its borders to supply schools and the trade. 1823

John James Jarrold, the eldest son, was a man of fine intellect and sterling, farseeing character, and may be considered as having laid the sure foundation of the Norwich business. He was a man of great literary taste and knowledge and of untiring industry, attracting to himself and to the business the literary men of the district. His judgment was broad and sound, and when only sixteen or seventeen years of age, acting as apprentice to the Woodbridge firm, Mr. Smith remarked, "I would rather have his opinion than that of any other man I know."

Mr. Smith continued at Woodbridge till 1826, when he removed to London to carry out the manufacture of printing inks at 7, Wine Office Court, Fleet Street, E.C. His daughter married the founder of the famous writing ink firm of P. & J. Arnold. 1826

The first Sunday school in the Pockthorpe district was opened by John James Jarrold and a few other Christian men in 1828, in the Paddock, Silver Road. The school consisted of two cottages, the upper rooms being used for girls, the ground floor for boys. 1828

The First Reformed House of Commons assembled on February 3, 1833, and one of its first Acts was the passage, on August 30, 1833, of a Bill for the Total Abolition of Slavery, which had been so long advocated by Wilberforce, Thomas Fowell Buxton, Thomas Clarkson, and Joseph John Gurney, Norwich, £20,000,000 being voted by Parliament for the purchase of the freedom of slaves in America. 1833

Many an anxious conference had taken place between these leaders in the Gardens at Earlham Hall, and the Norwich public meetings in St.

The House of Jarrolds

1833 Andrew's Hall had been a powerful influence in this great measure for freedom.

Thomas Clarkson, the unwearied friend and originator of the Movement for the Emancipation of Slaves in British West India Isles, belonged to Playford Hall, near Woodbridge, where Mr. John Jarrold was born; the latter, therefore, and his son had long followed this movement with keen interest.*

1836 The Norwich City Mission was established on November 29, 1836, by the generous resolve of a Christian lady to devote a portion of her income annually to this work. Mr. John Jarrold II was one of those who induced Mr. David Nasmyth, the founder of the London City Mission, to come to Norwich with a view to its inception. Mr. Jarrold was throughout his life an earnest supporter by work and money.

Samuel Jarrold, with four others—Samuel Wiseman, Charles Simpson, James Silcock, Peter Henry Davies—were the first in Norwich to sign the temperance pledge on September 3, 1836, and then founded the Norwich Total Abstinence Society.

1837 One of the first lecturers brought to Norwich to further temperance work was John Cassell, of Manchester, afterwards founder of the publishing house of Cassell & Co., London.

Thenceforward his energies were very specially devoted to waging uncompromising war with intemperance as the common enemy of the homes and happiness of mankind.

In city and country he worked untiringly—he would be seen in the early morning in the saddle making his way through the country lanes,

* In John Jarrold's old Day Book of August 30, 1833, there was written in his own handwriting across the page the words:

"THANK GOD, THE SLAVES ARE FREE."

The House of Jarrolds

and from the inner recesses of his tall silk hat would come a tract with some Gospel or temperance message, which would be bestowed with a cheery word and eagerly received by the labourer going to his work. For more than thirty years he, with the aid of such friends as Joseph John Gurney and others, maintained a temperance missionary for the neighbourhood, superintending and planning his work, as well as frequently assisting at the meetings held. It was to help forward this work that he first commenced the publication of the "Norwich Tracts," some of which—"The Fool's Pence," "Cabin Boy Bob," "Buy your Own Cherries," etc.—have been circulated throughout the United Kingdom and Colonies in hundreds of thousands, and these were succeeded by the issue, on September 1, 1856, of the first number of the "Temperance Monthly Visitor."

1837

About ten years later the present school was built in Bull Close Road. Mr. John James Jarrold was the first superintendent, being joined a little later by Mr. Glendenning.

1838

In this project he had the support of Bishop Stanley, Joseph John Gurney, Amelia Opie, and others in the foundation of one of the first Ragged Schools for poor boys in the city. He also continued to work with his whole soul in the Sunday school situated in what was at that time the lowest and most degraded part of Norwich. There yet, after many years, numerous families cherish his memory for the acts of kindness shown to them or their parents, and but recently an aged woman received a letter from her son in America requesting some daisies to be sent, plucked from John James Jarrold's grave.*

*From Silver Road School Records.

The House of Jarrolds

1840 Early in 1840 the business premises of the firm were moved from the original position on the south side of London Street to the much more commodious premises, which had been acquired some two years previously, on the north side, on the present site, where they have since grown from year to year to their present dimensions.



Reproduced from an Old Drawing.

THE PRESENT SITE OF LONDON STREET OPENED IN 1840. KNOWN AS COCKEY LANE IN 1823.

1840 Hannah Elizabeth Jarrold, wife of John Jarrold II, died on August 2, 1840, aged sixty-five. She had during her life exercised a quiet influence which was felt before it was understood. The secret of her life was her cheerful, diligent attention to duty in little things, always ready to do good and work with an utter forgetfulness of self.

1843 On June 8, 1843, John James Jarrold, the eldest son of John Jarrold II, died rather

The House of Jarrolds

suddenly, after an attack of rheumatic fever, at the age of forty. Although young in years he had by his business ability made a position for himself not only in the business world of the city, but also in all movements for the betterment of its citizens, especially so in the work carried on at the Sunday and day school for poor boys in Pockthorpe. 1843

Mr. John Jarrold retired from the partnership, leaving the business to his three surviving sons, Samuel, William, and Thomas, and went to live at the Grove, Coltishall, which had been recently left to him by his Cousin Pightling. 1844

He took pleasure in succeeding years in welcoming the men and women from London Street and the factory to a strawberry feast in his garden. The journey from Norwich was accomplished in wagonettes. To the sorrow of the old gentleman, a few used to find their way during the evening to the "White Horse," and when the return journey was to be taken were not in a fit state to travel home.

During these last years of his life spent at Coltishall he took a deep interest in a Nonconformist place of worship there. He had become very deaf, but never neglected public worship. In this connexion an interesting incident was brought to light by Mr. Coman, builder, of Coltishall, whilst repairing and renovating the chapel. In removing a board from the inside of the pulpit, the workmen came across a wooden cup to which was attached a wire. The wire, on being traced, was found to terminate in the pew formerly occupied by Mr. Jarrold, and a kind of crude receiver was connected with it; evidently, therefore, Mr. Jarrold knew the value of communication by wire long before we had the benefit of the modern telephone. During

The House of Jarrolds

1844 the service the minister would pause and say, "Now I will give a few words to John Jarrold."

In addition to his great eminence as a bookseller, he was a man of earnest zeal, benevolence, and deep piety, and left a strong mark on the Norwich life of his day.

Thomas Jarrold, on October 2, 1846, married his cousin, Maria Elizabeth, daughter of Mr. Benjamin Smith, with whom his father had been previously in partnership at Woodbridge.

1845 The first number of the "Norfolk News" was issued on January 4, 1845. Mr. Thomas Jarrold was one of the originators and took a leading part in its organization and conduct. Those associated as a Committee of Proprietors of the "Norfolk News" were: Jacob Henry Tillett, John Copeman the younger, Thomas Jarrold, Joseph Massingham, Frederic Pigg—all of the City of Norwich—and William Wilson of Scarning, in the County of Norfolk.

It was printed by Messrs. Jarrold from 1853 to 1858, when the new printing works were built for the "Norfolk News" Company, in Museum Court.

In 1857, the "Eastern Weekly Press" was started.

1846 An old diary of Mr. W. P. Jarrold speaks of the year 1846 opening with a dark cloud overhanging the city, caused by the death of its foremost citizen, Mr. Joseph John Gurney, of Earlham Hall, throwing the whole city into mourning. Almost all the shops were partially closed, as if one of the Royal Family had died. The diary speaks of him as an eminent scholar and one ever ready to give to him that needeth. Mr. Gurney was for many years a steady friend of the slave, a staunch supporter and advocate of the Bible Society, and a patron of education.

NORWICH, July 5th

1824.

Rev. Mr. Alexander

BOUGHT OF JARROLD & SON,

PRINTERS, BOOKSELLERS, BINDERS, & STATIONERS,

No. 3, COCKEY-LANE, NORWICH.

(THE DOGS FROM THE MARKET.)

Magazines, Reviews, and all other Periodical Publications regularly supplied.—Account Books made to order.
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 SCHOOLS AND THE TRADE SUPPLIED ON THE MOST LIBERAL TERMS.

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for printing same

Library

60 Large Pecking Birds 1.00

Dr. D. W. 22nd
 1. 1/2 1

James H. H. H.

THE HOUSE OF JARROLD'S IN LONDON



REPRODUCTION OF A COLOURED PRINT SHOWING THE PUBLISHING HOUSE ON THE EXTREME LEFT IN THE SHADOW OF ST. PAUL'S CATHEDRAL.



10-11, WARWICK LANE
OF THE PRESENT DAY.



HENRY SHORT,
*First Manager
of the
London
Publishing
business.*
1842-1898.



JOHN KNIGHTS
HICKLENTON.
1851-1886.



WILLIAM TILLYER.
1867-1924.
Still at work after 57 years.

EARLY DAYS of the HOUSE OF JARROLD'S



47, ST. PAUL'S CHURCHYARD, PUBLISHING HOUSE OF JARROLD'S IN 1848.



VIEWS OF JARROLD'S NORWICH PRINTING WORKS, 1860.

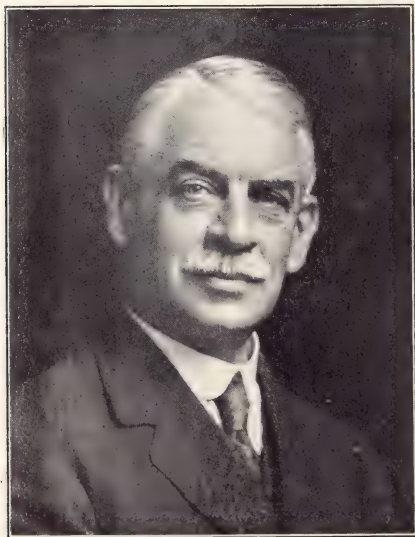
THE HOUSE OF JARROLD'S



S. J. J. JARROLD.
Born 1847. Died 1889.



ROBERT HAZLEWOOD.
Trustee Partner 1889-1902.



E. W. HUMPHRIES.
*Gl. Yarmouth Manager 1888-1895.
President Federation of Master Printers
1919-1920.*



JOHN EDGAR MOORHOUSE.
Director 1903-1920.

The house of Jarrolds

The abolition of slavery, his work in connexion with the Bible Society, the Norwich City Mission, and the school for poor boys in Pockthorpe had brought Mr. John Jarrold, senior, and his sons into close touch with Mr. Gurney, whose loss was regretted by no one more sincerely. 1846

The great success of the school textbooks issued by the firm from the pen of Dr. E. Cobham Brewer, Dr. Mann, Mr. Middleton, the well-known Norwich astronomer's "Handbook to Astronomy," with its companion, "The Celestial Atlas," recently produced by the firm for him in colours; Miss Glover's Tonic Sol-Fa Notation and charts, Farnell copy-books, and others, also the high reputation for steel pens, which were first coming into general use, induced the firm to further extend their operations, and in 1847 it opened up in London, taking first an office in 7, Wine Office Court, Fleet Street, thence removing to larger premises at 47, St. Paul's Churchyard, in 1848, under the charge of Henry Short, who had been trained in the Norwich house. 1847 1848

Mr. William Pightling Jarrold married to Miss Emma Case of Fakenham on November 28th.

Mr. Thomas Jarrold married, as his second wife, his cousin, Hannah Elizabeth Jarrold, daughter of Thomas Jarrold, M.D., of Manchester. Dr. Jarrold was the writer of several medical works, "Education for the People," and on the subject of the Poor Laws, and was one of the early promoters and founders of Owens College, Manchester. His daughter inherited her father's literary gifts, and was the anonymous writer of some of the earliest and most popular issues of the Norwich Household Tracts for the People, the idea of which was projected by her husband, 1850

The House of Jarrolds

and she always proved herself helpful by her literary qualifications.

- 1852 The Great Exhibition of Industries of all Nations, held in the Crystal Palace, Hyde Park, London, was zealously promoted by the Prince Consort, and opened by Her Majesty Queen Victoria in person on May 1, 1852. It was held at the beginning of a new half century of great prosperity for the country. The firm exhibited at this Exhibition specimens of their publications and other manufactures. One of the chief of their exhibits was their educational books by Dr. E. Cobham Brewer, Dr. Mann, Farnell copy-books, and their new famous steel pens.

On June 24, 1852, Mr. John Jarrold died at Coltishall in his seventy-ninth year.

- 1854 Mr. Robert Hazelwood, with whom Mr. W. P. Jarrold had come in contact on his visits to the Wisbech district, was invited to join the firm as an improver, and in after years took a leading position in the House.

- 1858 Mr. Samuel Jarrold was married to his second wife, Miss Elizabeth Louisa Fisher, daughter of Mr. James Fisher, of Hingham Hall—a visit of Father Mathew to Norwich, at the invitation of Bishop Stanley, first bringing them together. Mr. Jarrold's temperance work brought him into touch with most of the pioneers of temperance, and his wife had the privilege of entertaining at Bracondale such men and women as General Neal Dow, George Livesey, T. B. Smithies, George Cruikshank, Dr. J. W. Kirton, Mrs. S. C. Hall, and in later years, J. B. Gough, Mark Guy Pearse, Lady Henry Somerset, Mrs. Pearsall Smith, and many others.

Mr. Jarrold, through the wide circulation of his Temperance Tracts, was in close touch with the foremost of the philanthropic men of his time,

The House of Jarrolds

and numbered among his friends William Palmer (of Reading), J. Storrs Fry (of Bristol), Mr. Peckover (Wisbech), Lord Shaftesbury, Mr. H. Lee Warner, Mr. Thomas Bowick, Mr. Thomas Cook (of Leicester), whose keen interest in organizing large excursions for the early Temperance Societies was the beginning of the world-wide travel organization of the present day. 1858

Concession of an hour on Saturdays—the beginning of Saturday half-holiday was made, on the request signed by E. B. Palmer, Jabez Algar, H. Townshend, F. Woodrow; and ultimately, on March 28, 1873, the firm granted a full Saturday half-holiday, work ceasing at 2 p.m. 1865

Lithography was started by the firm. This side of the printing art was necessarily curtailed in scope while the works were continued in Little London Street owing to space not being available for its growth. 1868

The firm had had the privilege for many years of supplying books and stationery to H.R.H. the Prince of Wales' School at Sandringham, of which Mr. J. W. Jones was so long the head master. 1870

They were granted the Royal Warrant to H.R.H. the Prince of Wales on March 12, 1887, and on the accession of King Edward VII were made School Stationers to His Majesty in July, 1901.

In the winter of 1905 and spring of 1906, when their Royal Highnesses the Prince and Princess of Wales (the present King and Queen) paid a visit to the Indian Empire, the firm were privileged to supply maps, charts, and illustrated books to enable the young princes to daily follow their tour through the Empire. Their tutor, Mr. H. P. Hansell, on one or more occasions brought the present Prince of Wales and Duke of York to Norwich, and then paid a visit to the firm to select or order the required maps, etc.

The House of Jarrolds

1874

On December 15th the eldest of the surviving brothers, Mr. Samuel Jarrold, died after a few days' illness at the age of sixty-nine. He was a pioneer in the Temperance Movement, and by his earnest work, and the number of temperance publications which he projected and published, did much to promote the cause not only in this country but throughout the Empire. His principles had brought him much abuse during his lifetime, but it was very pleasing to see on the day of his death the whole of the public-houses on the route of the funeral closed as a mark of respect to his memory.

Samuel Jarrold had many friends among the pioneers of temperance work, and none with whom he was in closer touch than Mr. T. B. Smithies, the editor and founder of "The British Workman," the "Band of Hope Review," "Children's Friend," "Family Friend," and "Infant Magazine." Mr. Smithies, a successful manufacturer and an early Member of the London School Board, seeing the condition of the working men about him, conceived the idea of producing a monthly periodical for circulation among the poor and half educated classes, which should be very cheap and of the best character. Knowing that pictures were a never-failing source of delight to people without a decided taste for reading, he commenced by putting on the first page of his monthly sheet a handsomely engraved picture which should tell a story plainly and of itself.

To Mr. Smithies is due the credit of having initiated a style of literature which, in its way, was both original and useful.

In cherishing the love of home and homely things, in familiarizing unlettered people with the beautiful in Nature and Art, in inculcating gentleness and kindness to animals, in diffusing whole-

The House of Jarrolds

some principles and teaching the holiness of labour, the value of sobriety, and the necessity of religion, Mr. Smithies has done a great work—a work that remains an enduring monument to his memory. 1874

The circulation of his Temperance tracts brought him a volume of correspondence from all parts of the world, and we append below letters from two important correspondents:—

Extract from a letter received by Mr. Samuel Jarrold from

MR. B. B. WOODWARD, Private Secretary to Her Majesty Queen Victoria, dated from Windsor Castle, Nov. 6, 1862, referring to the subject of Temperance Tracts and the Temperance Movement.

“ Yet you may be sure that every effort made in that way is appreciated by such a Sovereign as Ours, and that it is the assurance that thousands of labourers unknown by name or person to Her, are so engaged which has always made Her to feel respecting England what no other Monarch can about any other Empire.”

One of the first links with Mrs. Mary Sewell, author of “Mother’s Last Words,” at that time living at Bristol, was a letter to Mr. Samuel Jarrold thanking him for putting it into her mind, through his advertisement, to distribute Temperance tracts liberally and continuously with a deliberate purpose to effect some good: “I had been long groaning helplessly, feeling the curse of our drinking customs in our village. Your call and direction and admirable supply of tracts said, ‘Arise, go work,’ and we have made a hopeful beginning. I shall be bound in gratitude to let you know if we go on well.”

Mrs. Sewell’s early married life had been spent within a stone’s throw of one of the London gin

The House of Jarrolds

1874 palaces in the East End. The scenes she had seen in those early years of the havoc and wreckage to men, women, and children had so burned itself into her soul that she determined to use every opportunity given her by God to stem the flood of this great curse to the nation.

1876 On June 2, 1876, the third brother, Mr. William Pightling Jarrold, passed away at the age of sixty-seven. He was the most reserved of the three brothers, but in his own way had done useful work in the city, and his name has been cherished by many of the young men who came under his influence.

1877 Memorial Hall, Silver Road, built by Thomas Jarrold in memory of his two daughters, Edith and Priscilla, to be used in connexion with Sunday and day schools, which, in collaboration with Mr. John King, he had been superintendent of since the death of his eldest brother in 1844.

About this time his portrait in oils was subscribed for by friends of the school and presented to him; it now hangs in the Memorial Hall.

On November 24, 1877, Mr. Thomas Jarrold, the fourth brother, died rather suddenly at the age of sixty-five. He had for many years been the moving spirit of the business, and had worked up the publishing side to great prosperity. His forethought and foresight had prepared Readers and other books suitable for elementary education, and such books brought the name of Jarrold into the forefront of the Educational Publishers of that time. He was one of the founders of the "Norfolk News," and for many years took a leading part in its organization, and also that of the "Eastern Weekly Press."

He was a member of the City Council for some years, an Income Tax Commissioner, and one of the Trustees of the Norwich Great Charities.

The House of Jarrolds

The work which he had continued after the death of his eldest brother will be long remembered by those who benefited by it in the Pockthorpe district. 1877

In the "Norfolk News," November 27, "Jacob Henry Tillet, M.P., writes regretting the sudden death of Mr. Thomas Jarrold, one of the founders of the 'Norfolk News,' and who from the first gave a large portion of his time to the promotion of its interests.

"In noticing him, the last of the generation, we cannot forget the three who have gone before. The eldest brother, Mr. John James Jarrold, although deceased over thirty years, is still remembered by those who worked with him in many a good cause.

"The next brother, Mr. Samuel Jarrold, devoted himself mainly to one line of philanthropy, in which, by his unceasing efforts and singular concentration of purpose, he was enabled to accomplish an incalculable amount of good, and to rescue from vice and misery not a few who were sinking through evil habits.

"Mr. William P. Jarrold, the most reserved of the four, was no less a worker in his own quiet, unassuming way. He laboured without intermission to do all the good that lay in his power, and his memory is embalmed in the hearts of many.

"Rarely, if ever, have there been amongst us four brothers who for so long a period and so persistently have laboured each in his own way to give effect to his convictions of duty. They had their peculiarities—some may think their weaknesses—and in many respects differed from each other, but there was one point of unity which proved their strength: they were true to their sense of right, and worked to the utmost for the cause of progress, of liberty, and religion."

The House of Jarrolds

1877 The work at Silver Road was continued after Mr. Thomas's death by Mr. John King and Mr. Steele, who were succeeded by the former's son-in-law, Dr. E. E. Blyth, under whose wise guidance and unstinted work the schools have yearly grown in usefulness. In later years a Boys' Cadet Corps was organized in the Memorial Hall buildings by Major Harry Jewson, who lost his life at Gaza, Palestine, during the Great War in 1917. He gave of his very best to this work among boys, and it remains a living memorial to him to-day. Old Cadet Boys are carrying forward his work.

In 1877 London Street, originally called Cockey Lane, was widened by the Norwich Corporation from the Market Place to Castle Street, at which time the original premises in which the firm started business in Norwich were acquired and pulled down. They had for some years been occupied by Mr. Muskett (hatter) and as a restaurant by Miss Fountain. The street had been so narrow that the arrival of the London coach-and-four practically blocked the thoroughfare. The widening had been commenced so far back as 1850 at the Opie Street end.

1878 On November 24, 1878, was first published "Black Beauty, the Autobiography of a Horse," from the talented pen of Miss Anna Sewell. It was projected in the lifetime of Mr. Thomas Jarrold.

Mrs. Samuel and Mrs. Thomas Jarrold took great interest in seeing proofs through the press, the MSS. being completed after the death of Mr. Thomas Jarrold. Barely one hundred copies were taken by the London booksellers on publication. The firm however had great belief in its subsequent success, and spent much money and endeavour to make it known through introduction

Men of the London Street Staff in the Early Days



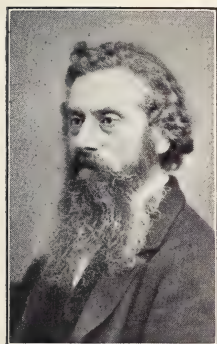
O. H. BOWHILL
(30 years).



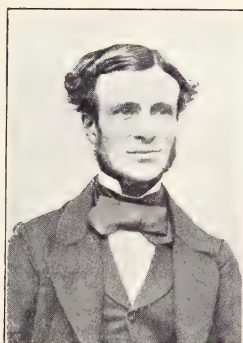
WM. HICKLENTON
(45 years).



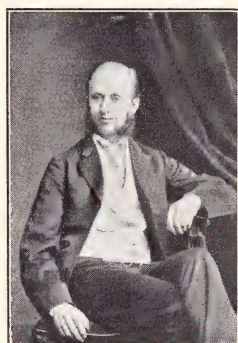
E. W. HOLL
(45 years).



SAM TRUE
(41 years).



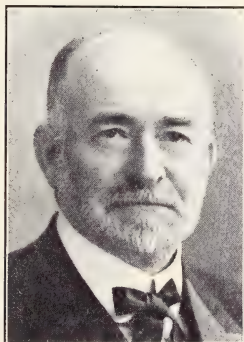
JOHN GREATHEAD
(51 years).



W. A. NUDD
(36 years).



OLIVER WINTER
(40 years).



G. H. OLLEY.



TOM HICKLENTON
(42 years).

EARLY DAYS of the HOUSE OF JARROLD'S

SOME MEMBERS OF THE PRINTING WORKS AT LONDON STREET



Fourth Row—Messrs. F. Easton, Stanley, F. Mickleburgh W. Minns, W. Hicks, A. Burrows.

Third Row—Messrs. A. Minns, A. Middleton, W. Rivers, W. H. Gee, H. Gowen, E. C. Stringer, A. J. Gowen, T. Minns, W. Jenkins, J. Baldwin.

Second Row—Messrs. R. T. Cooper, B. Smith, A. Middleton, A. Gayford, E. B. Palmer, J. Gowen, W. Hayden, C. Solomon, F. B. Wragg.

Front Row—Messrs. E. Lunn, O. Woods, W. F. Allen, T. Moy, H. Vince.



JABEZ ALGAR
(25 years).



W. B. MOORE
(48 years).



A. R. GRAY.
(23 years).

JARROLD AND SON,

PRINTERS, BOOKSELLERS, BINDERS,
AND STATIONERS,

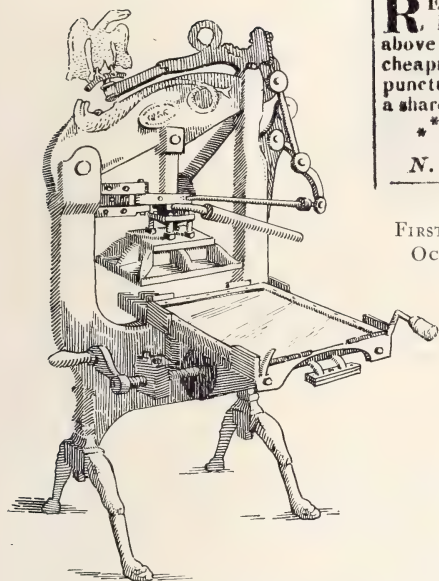
No. 3, COCKEY LANE, NORWICH,

(Three Doors from the Market-place.)

RESPECTFULLY inform their Friends and the Public, they have commenced Business in the above branches, and hope by a strict attention to the cheapness and quality of their Articles, with a diligent punctuality in the execution of all commands, to merit a share of their patronage and support. (5967)

* * Music and Musical Instruments, Copper-plate Printing, &c.

N. B. Schools supplied on the most liberal terms.



ONE OF THE FIVE OLD HAND PRESSES WHICH
HAVE BEEN IN CONSTANT USE SINCE 1845.

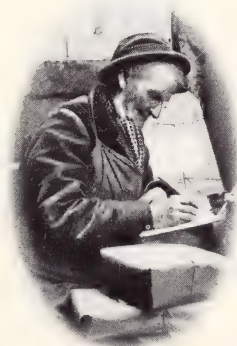
FIRST ADVERTISEMENT OF THE HOUSE OF JARROLD,
OCT. 4, 1823, IN THE "NORWICH MERCURY."



JOHN DEBENHAM
(58 years).



Centre Row—1.—, 2. MR. NORTON, 3. JACOB NORTH.
Front Row—1. JAMES SAYER, 2. MR. (FATHER) NEWTON.

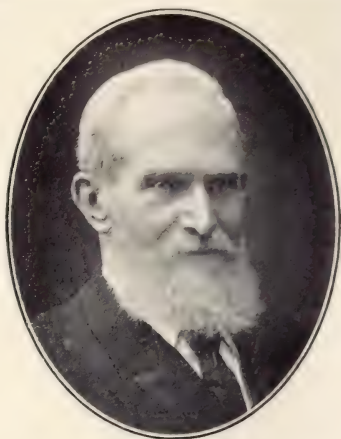


JOSHUA DYKES
(45 years).

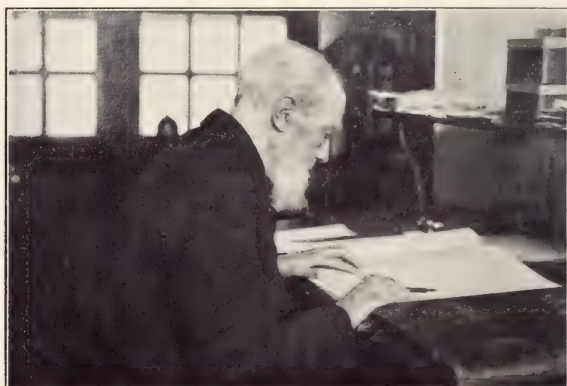
THE HOUSE OF FARROLD



J. J. WINTER.
1870 to the present day. *Manager of
London Street Wholesale Department.*



WILLIAM HIRD,
*For 27 years Representative for
the Publicity Department.*



H. STONEX.
67 years' service and still at work.



MR. J. R. JESSOP,
*Grandson of Mr. Benjamin
Smith, at one time in
partnership with John
Farrold II at Woodbridge.*



H. WILSON HOWES.
(1874-1888.)
*Secretary of the London Printing
Machine Managers' Trade Society,
and co-founder with Sir Arthur
Spurgeon in 1895 of the London
Society of East Anglians.*



MR. H. ELTON,
London Representative.

The House of Jarrolds

to the trade and schools. It is to-day the sixth best seller of any books in the world. 1878

Mr. Angel, the head of the American Society for Prevention of Cruelty to Animals, many years since boasted his Society had circulated six million copies.

The burden of the whole business by the sudden death of his uncle, Mr. Thomas Jarrold, was thrown on the shoulders of Mr. Samuel J. J. Jarrold, eldest son of Mr. Samuel Jarrold. For the next ten years he carried on the business for the trustees of his father and two uncles. He was a man of great energy and business ability, and under his care the activities of the firm were much increased.

On May 8, 1879, Mr. S. J. J. Jarrold entertained all the workers at London Street shop and factory to a supper at Mr. R. A. Cooper's new restaurant on Bank Plain, to celebrate his marriage to Miss Ellen Ruth Theobald, daughter of Mr. John Theobald, whose family, for two generations, had been neighbours of the Jarrolds. About 160 were present. Two days previously (on May 6th) a similar entertainment had been given to about 30 younger employees of the firm at the Memorial Hall. 1879

Mr. W. T. F. Jarrold, the second son of Mr. Samuel Jarrold, came to help his brother at London Street on January 1, 1881, and after three years in Norwich, desiring London experience, was accepted as pupil by the old-established firm of Messrs. Gilbert & Rivington, at St. John's Gate, Clerkenwell, in 1884. In May, 1887, after three and a half years in London, he returned to Norwich and once more took up his share of the work. 1881

CROMER. The growing interest in Cromer and "Poppyland" induced the firm to purchase a

The House of Jarrolds

1881 small business in Church Street, and a few years later a site opposite was acquired from the Bond-Cabbell Trustees on which the present premises were erected.

Norwich Fisheries Exhibition, promoted by Sir Edward Birkbeck, Bart., M.P., to foster fishing interests along the East Coast, held in the Volunteer Drill Hall and Chapel Field Gardens, proved a great success, and was succeeded in the following year by the London Fisheries Exhibition held at South Kensington.

This Exhibition attracted immense crowds and was the most successful forerunner of many succeeding Annual Exhibitions, including the Healtheries, etc.

1882 To the firm's already popular series of East Coast Guides was added, on February 6, 1882, Mr. G. Christopher Davies' "Handbook to the Rivers and Broads of Norfolk and Suffolk," which was the means in following years of directing the attention of the public to the Norfolk Broads as a new scene for holiday adventure.

This was followed by "Summer in Broadland," Clement Scott's "Poppyland," "Sunrise-land," and other books, increasing the popularity of East Anglia as a summer resort.

1888 On May 1, 1888, a new partnership was formed consisting of Mr. S. J. J. Jarrold and Mr. W. T. F. Jarrold with the executors of the late Mr. Samuel Jarrold and Mr. Thomas Jarrold, provision being made for the later introduction of Mr. T. H. C. Jarrold, who had followed his brother at Gilbert and Rivington's. He became a partner on March 2, 1890.

In May, 1888, was acquired the old-established business of Mr. George Nall, at 182, King Street, Great Yarmouth, and his printing works at Row 63. Mr. Nall had for years published many

The House of Jarrolds

local works, such as Palmer's "Perlustrations," Manship's "Yarmouth," Nall's "East Anglia," Canon Venables' "History of the Church of England," and other well-known Church publications. It was one of the oldest businesses in Yarmouth, and had been carried on by him and his predecessors for some seventy or eighty years. 1888

The death of Mr. S. J. Jarrold occurred after a long, painful illness at the age of 42, on October 25, 1890. He was a man of untiring energy and great business ability, and during his conduct of its affairs did much to widen out and extend the business of the firm. Of a genial and generous disposition, he was much missed in the city. He left three sons and one daughter, it being his great wish that his eldest son should succeed to his share in the business on attaining his twenty-first birthday. 1890

On November 26, 1891, Mr. W. T. F. Jarrold was married to Miss Eileen A. A. Moore, daughter of the late Mr. John Moore, of Newry, County Down, Ireland. 1891

On December 31, 1891, the whole of Messrs. Jarrold & Sons' staff from London, Norwich, Yarmouth, and Cromer, some 260 in number, were entertained by Mrs. Samuel Jarrold at the Assembly Rooms, Agricultural Hall, to celebrate the marriage of her son. During the evening Mr. Robert Hazelwood said "it was thirty-seven years ago (1854) since he was invited to Norwich by the late Mr. W. P. Jarrold to take part in the business. He had, he might say, looked upon three dynasties of the Jarrold family, several of whom could not be present in body, but were so in spirit. The name of Jarrold & Sons stood high, and he hoped it would continue to do so, but to ensure this much depended upon those who were the then guests of the firm. The

The House of Jarrolds

1891 prosperity of the firm belonged to them, for if it won honour they shared in it as the promoters. Many of them had a right to take credit for what they had done for the firm which in their younger days they successfully endeavoured to build up. He hoped that the spirit which had imbued the seniors would inspire the younger men, so that as time rolled on they would feel the responsibility cast upon their shoulders. Their work and duty was to maintain the standing and reputation of the firm, the earliest members of which were men of sturdy principle, who were always ready to take the lead in every good movement. He hoped that this would be the characteristic of the firm in the future as it had been in the past."

SHERINGHAM. The firm acquired premises in this growing health resort in 1891, at the corner of Church Street and Station Road, and from time to time have added further accommodation, as required, to meet the increasing business of the branch.

1893 Death, on August 14, 1893, of Mrs. Emma Jarrold, of Grove House, widow of the late Mr. W. P. Jarrold. She had all through her life been the greatest help to her husband in his business and philanthropic life. She may be said to have been the soul of hospitality, and nothing pleased her more than the opening of her house for the reception of those attending Annual Missionary Meetings or other Church gatherings in Norwich.

1895 Mr. E. W. Humphries, who had been apprenticed to the firm, and manager of Yarmouth branch from the time of purchase in 1888, left on May 1, 1895, with the best of good wishes for future success from the firm, to take a partnership in an old-established house, in future to be known as Messrs. Percy Lund Humphries & Co., which has greatly extended its scope under his manage-

The House of Jarrolds

ment. Mr. Humphries has since taken a foremost place in the Master Printers' Federation. He held the office of President of the Federation for the United Kingdom and Ireland in 1919-1920, the most difficult period in the annals of the Printing Craft, and gained for himself golden opinions during his holding of the Presidency. **1895**

On February 1, 1898, is recorded the death of Mrs. Hannah Jarrold of "The Mount," Thorpe Hamlet, widow of the late Mr. Thomas Jarrold. She had always taken a personal interest in the girls employed at the firm's works, many of whom came from Silver Road Schools, whose work she had kept in close touch with after her husband's death. **1898**

On October 31, 1902, a private company was formed to acquire the whole of the businesses of Messrs. Jarrold & Sons, including guides and topographical books, but eliminating the London general publishing, which was continued as a private firm by Messrs. W. T. F. and T. H. C. Jarrold. It was anticipated that Mr. Eric J. B. Jarrold, the eldest son of Mr. S. J. J. Jarrold, would, in accordance with his father's wish, succeed to his third share, but he elected otherwise. **1902**

On June 13, 1902, Mrs. W. T. F. Jarrold died at the early age of 33. She had only been in Norwich a few years, but her bright, warm-hearted Irish spirit had won for her many friends among rich and poor alike.

On September 16, 1904, Mr. T. H. C. Jarrold was married to Miss Mabel Beatrice Curl, only daughter of the late Mr. Jacob Curl, of "Heathfield," Ipswich Road. Their son, Herbert John Jarrold, was born in 1906, and their daughter Mary Elizabeth in 1909. **1904**

On February 26, 1907, Mr. W. T. F. Jarrold **1907**

The House of Jarrolds

1907 was married, for the second time, to Miss Alice Isabella Simpson, daughter of the Rev. Joseph Simpson, Rector of Waddingham, Lincolnshire.

LOWESTOFT. A branch was opened in 1907. A commanding position in this old-established watering-place near the Harbour being offered, the firm accepted the opportunity they had for some years been looking for and acquired these most convenient premises.

1911 On March 1, 1911, a Royal Warrant as Stationers to His Majesty King George V. was granted to the firm.

1914 The Great War which came on the country so unexpectedly in August, 1914, found nearly all the apprentices of the firm, and many of its men, enrolled in the 4th Norfolks, Norfolk Artillery, R.A.M.C., or Yeomanry, in training camp. During the succeeding three and a half years 193 men and boys were called to the colours.

Within a few days, the outbreak of war brought cancellations of many of the principal orders the firm had on hand for trade catalogues, posters, and other commercial work, and it looked at the moment as if the prospect of keeping the workers employed would be a very difficult one. As a precaution, the directors placed the staff at St. James' on three-quarter time; but happily this state of things only existed for a very short time. The directors put in hand as much London publishing work as possible, which materially helped to keep many employed. Much credit must be given to Mr. T. H. C. Jarrold for the part he took in finding new outlets for the firm's energies in the manufacture of stationery, toys, and games, which made it possible to keep all fully employed. Although the difficulties in carrying on at the time were very great in consequence of many of the principal workers being needed for

The House of Jarrolds

the country's service, those who remained with the firm took their full share of home service, many being active workers in the Red Cross, others doing duty with the Norwich Volunteers, or as members of the Norwich and Norfolk Special Constabulary. 1914

November 30, 1916, the London Publishing firm carried on by Messrs. W. T. F. and T. H. C. Jarrold was formed into a private limited company, introducing two new directors: Mr. (now Sir Ernest) E. J. P. Benn and Mr. C. E. Hughes, both connected with the well-known firm of Benn Bros., of which Sir John Benn, Bart., was the founder. 1916

On July 6, 1917, Mrs. Elizabeth Jarrold, widow of the late Mr. Samuel Jarrold, died in her eighty-seventh year. She had ably seconded her husband in all his temperance and other interests. The leading facts of Dr. Kirton's "Buy Your Own Cherries" were recited to her after one of his meetings, and she put them into a story, which appeared under that title, and proved one of the most popular and telling of temperance works ever issued. After her husband's death she continued many of the interests he had fostered, including the editing of "The Temperance Monthly Visitor" up to the time of her death. For many years she took a considerable interest in the literary work of the firm, and in many ways her business ability was of great value in determining the firm's policy. 1917

John Edgar Moorhouse, a native of Hull, apprenticed to, and had been closely associated with, the firm for over forty years. He early displayed considerable ability, and by industry and skill worked himself up through one department after another until in 1895 he was appointed manager of the Great Yarmouth branch. This position he 1920

The House of Jarrolds

1920 held for some ten years. In 1903 he was brought back to Norwich and was appointed a Director of the Company. On July 15, 1920, he was taken ill and died at his post from heart failure. His death was greatly regretted by all with whom he had worked so many years. He was greatly respected and had made many friends in the wholesale warehouses and among the manufacturers of the Midlands and the North.

November 9, 1920. Mr. W. T. F. Jarrold was elected Sheriff for the City and County of Norwich and served in that capacity 1920-1921.

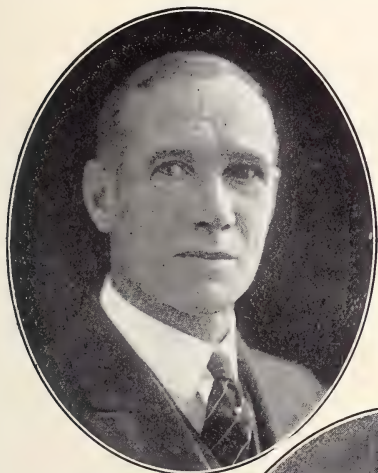
On November 10, 1920, to fill the gap caused by the death of their old colleague, Mr. John Edgar Moorhouse, the Directors appointed Mr. Percy E. Driver to a seat on the Board. He had previously served his apprenticeship with and grown with the House; and about the same time made Mr. David Grant the General Manager of the Retail Departments at London Street.

1921 CAMBRIDGE. The old-established business of Dixon & Son, Ltd., in Market Street, with its long-standing connexion with the colleges, principal families, and commercial interests, was offered to the firm owing to Mr. Dixon being desirous of retiring to enable him to devote his time fully to his official appointments.

The position being a most desirable one, the firm decided on its purchase, and has since thoroughly modernized the premises by the putting in of a new front, and carrying out other extensive improvements.

1923 At the beginning of the Company's New Year in April, 1923, the Directors, to show their appreciation of his past services, transferred Ordinary Shares in the Company to Mr. Driver, thus fully identifying him with the interests of the Company.

THE HOUSE OF FARROLD'S



W. P. NOBBS,
Secretary
1902 to 1903.



CHAS. MURTON,
Secretary 1903
to present day.



J. SMITH,
Director and
General Manager
1905 to present
day.

St. James'
Printing Works.



W. TURNER, 1858-1899.



A. GREENING, 1915-1923.

London Street and Branch Managers



D. GRANT (LONDON STREET).



WM. LEES (GREAT YARMOUTH).



MISS RABINA CURLE (CROMER).



ALEX. D. HUNTER (SHERINGHAM).



ESMOND V. JARROLD (LOWESTOFT).



H. W. STEPHENS (CAMBRIDGE).

BRANCHES OF THE HOUSE OF JARROLD



GREAT YARMOUTH.



CROMER.

CAMBRIDGE.



LOWESTOFT.



SHERINGHAM.

Present Day Staff at London Street



Fourth Row—Messrs. Garrett, Chalk, W. Ringer, Carman, Clarke, Pearson, Dunham.
Third Row—Messrs. W. Heaver, W. Ringer, Gostling, C. Murton, W. Woods, W. Vyse,
 Stamp, T. Foggan, Chadwick. *Second Row*—Messrs. W. E. Marsh, W. Capon, R. P. Delf,
 J. J. Winter, R. Heath, Beeston, Wiffen. *Front Row*—Miss Needham, Miss Hall, Miss Beeston.



PRESENT-DAY REPRESENTATIVES OF THE HOUSE OF JARROLD'S.

Back Row—Messrs. Smith, Gostling, Seaman, C. Moore.

Front Row—Messrs. M. P. Chamberlin, W. G. Allen, W. F. Allen, W. Heaver.

Departmental Managers at St. James' Works



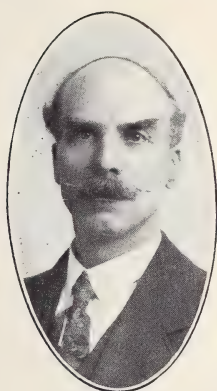
H. PAYNE.
(58 years).



E. R. PENNELL.



W. W. WHYSALL.



J. H. LAYLAND.



C. I. KENT.



H. J. MERRIDEW.



C. LOWE.



W. N. FORD.



G. WARD.



SOME EMPLOYEES AT ST. JAMES' PRINTING WORKS WITH MANY YEARS OF LONG SERVICE. *Third Row*—Miss G. Buttifant, Messrs. Freestone, Lister, Stygall, King, Browne, Walker, Kent, Denmark, Walker, Fitt. *Second Row*—Messrs. Miller, Buxton, King, Wallace, Nichols, Hayden, Clapham, Miss Todd, Miss King, Miss Laycock, Miss Barnard, Messrs. Taylor, Hackney, Piggin, Neale, Warden, Norman. *Front Row*—Messrs. Wilkins, Buttifant, Wragg, Gee, Payne, Mrs. Hansell, Miss Howes, Messrs. Gayford, Bridges.



THE STAFF AT ST. JAMES' PRINTING WORKS. *Third Row*—Messrs. W. W. Whysall, G. Woodward, C. Whysall, W. F. Allen. *Second Row*—Miss Ling, Messrs. Peters (*Caretaker*), P. E. Hayden, A. J. Mavor, W. D. Rout. *Front Row*—Miss G. Haylock, Miss Lockwood, Mr. J. Smith (*Manager*), Miss L. Neale, Miss G. Buttifant, Miss C. Wallace.



THE GREAT WAR, 1914-1919.

Memorial Tablet in Remembrance of those who made the Great Sacrifice.

AMES, HARMAN R.; AYTON, GEORGE; CATLING, ERNEST; CHAPMAN, WILLIAM H.; CODLING, WALTER; GOOCH, ARTHUR; LAKE, ARTHUR N.; LEE, GEORGE; MOBBS, ERNEST; MOORE, CECIL D.; MOORE, FRANK C.; NOBLE, CHARLES; PLUNBLY, ROBERT; RICHARDSON, SYDNEY; SHARMAN, STANLEY G.; TAYLOR, FRANK; ULPH, HERBERT E.; WALLACE, WILLIAM; WRIGHT, PERCY H. W.



Drawn by H. Ninbam.]

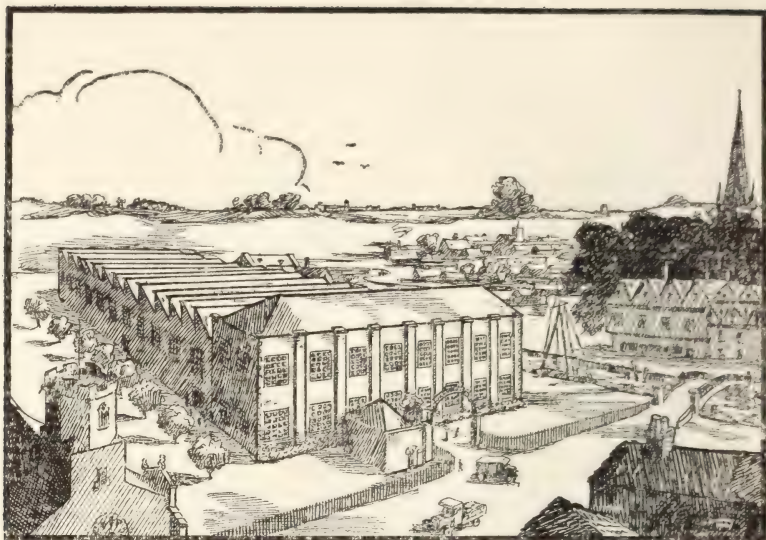
COWGATE STREET IN 1823
(from an old print).

[Engraved by L. Haghe.]

A characteristic street scene of Old Norwich, at the entrance to the Empire Press, St. James', showing part of Whitefriars Monastery on the left, Whitefriars Bridge, and the Cathedral. What was the "Black Chequers" is now used as caretaker's house and dining-rooms for workers at the Empire Press, St. James'.

The House of Jarrolds

The Apprenticeship Book, commenced in 1823, 1923 is one of the most interesting records of the firm's **One Hundred Years** in Norwich. It contains 310 names of apprentices who have been trained by or are now serving with the House of Jarrolds. To give even an outline of their after careers would mean a history in itself. Many on completion of their term of apprenticeship have remained in the old House—others have made good in different parts of the United Kingdom, and are at the head of businesses of their own to-day. Quite a number have gone abroad to fill good situations in different parts of the world. About 1870 Jacob North, James Sayer, A. R. Gray and E. J. Carver went to the United States, and founded printing works of their own with great success. Mr. Fountain Barber and others have done well as booksellers in Australia and New Zealand. Many letters reach the firm from time to time showing that those who have been trained with the House remember with goodwill and kindly feeling their early days spent in Norwich.



BIRD'S EYE VIEW OF THE EMPIRE PRESS, ST. JAMES'
(From a pencil sketch).

The Modern Art of Printing

NEARLY a quarter of a century ago the need arose for increased accommodation for the rapidly growing printing department of the House of Jarrolds.

A suitable site was found just over Whitefriars Bridge in the parish of St. James, and the formidable task of moving the heavy machinery was undertaken.

The present printing works cover a space approximately 200 yards long and 150 yards wide, and affording room for extensions and improvements as occasion demands. With the exception of the Composing Room all departments are on the ground floor, with excellent lighting from glazed gables.

Under the enterprising and capable management of Mr. J. Smith, General Manager, and now a Director,

The House of Farrols To-Day

developments have taken place both in regard to the increased volume of business as well as extensions to machinery.

Assisted by an efficient staff and departmental managers possessing expert knowledge of their respective branches of the business, the number of employees at the present time is treble that of some few years ago.

Full advantage has been taken of modern improvements in organization and equipment.

In the Composing Department monotype setting and casting machines were introduced, enabling production from this department to be increased beyond all expectation of hand-set composition, and, contrary to the generally accepted view that machinery displaces hand labour, resulted in a still greater increase of compositors to deal with the output from these machines.

It is now possible to set a book of 320 pages within a very short space of time, while catalogue and other work within the scope of the monotype is handled with an expedition beyond compare with the days of hand-set work.

In the course of twelve months many tons of type are set and cast on these machines, thus bringing the "Art Preservative of Other Arts" within the economical reach of millions of buyers and readers of printed matter, whether in the form of books, catalogues, or pamphlets.

The greatly increased output from this department necessitated large extensions in the machine section. This was met by the installation of the finest English and American fast-running machines, capable of dealing in a rapid manner with the production of typesetting from the Composing Department. The strides, too, which have taken place in the highly artistic productions of the enterprising advertiser of to-day have been kept pace with by a still further improved equipment of fine art machines, expressly built for printing catalogue and illustrated work in three, four, and more colours.

A very recent large catalogue order was executed on these machines in four colours and gold, which was a

The House of Jarrolds To-Day

triumph of the engraver's and printer's skill. Other orders, running into millions, and occupying months to produce, were printed on these machines.

Still other machines for the quick production of book work have been added, enabling 128 pages of the 2s. type of novel to be printed at one operation most expeditiously as well as economically. With such capabilities of immense output from the Composing and Machine-room Departments, other sections of the works grew apace. In the Forwarding and Binding rooms the newest and best machinery was introduced from time to time, with a consequent large increase of workers. After a rather disastrous fire the Lithographic Section was a few years ago entirely rebuilt and enlarged to meet the rapid growth of business, and here, also, only machinery embodying the latest improvements, including the quick-running rotary offset machines, were installed.

A large staff of artists is constantly engaged designing and drawing posters, showcards, and the strikingly effective labels so much in demand by the go-ahead advertiser of to-day.

Showcards in eight, ten, twelve and more colours are produced in faithful facsimile of the original work of the cleverest artists of the present time.

Photography plays an important part in this section of printing—views, portraits and enlargements up to 60 by 40 are produced to meet all demands, the camera to-day being a necessary adjunct to the advertiser and printer alike.

With such a variety of work daily passing through the departments many kindred operations are involved, such as electrotyping and stereotyping of type pages and illustration blocks, die stamping, ruling, account book binding, envelope making, and the manufacture of stationery for the wholesale trade.

The House of Jarrolds has always been mindful of the welfare of its workers, the long years of service of many of its employees testifying to the excellent relationship existing between employer and employed.

The House of Jarrolds To-Day

In 1917 a Committee was formed, drawn from different departments at St. James' Works with a view to specially remembering the boys and men who were in the fighting line, and also the brightening of the lives of the wives and children left behind. This Committee continued its work until the end of the war, and was afterwards useful in collecting the war records of those who had seen Foreign Service. The Committee having done good work, the idea occurred to the Directors that it would be helpful if there could be a standing Committee representing all departments of the Works to meet together from time to time. These representatives were then given a message from the Directors that they would like each department to elect members for a Works Committee. The original body was practically all re-elected to act, and thus came into being the Works Committee. They have since done very useful service, and it was proposed that it should meet monthly or oftener if necessary, the Chairman or one of the Directors presiding, or failing one of them the General Manager. The meetings of this Committee from time to time have enabled many little points to be adjusted for the improvement of the general welfare and working at the Factory.

The Committee have initiated other schemes for welfare, such as a Sick Club. A strong Horticultural Society has also come into being, holding three Shows per year. These Shows have promoted healthy rivalry, and some fine results in Floriculture and Horticulture are exhibited.

The Committee also keeps in touch with the Sports side, and under its care are carried on a Football Club with senior and junior teams, a Cricket Club with two elevens, and a Bowls Club.

Social intercourse is further promoted during the winter months by Whist Drives and Concerts, the aim and desire being to bring the Workers, Staff, and Directors into closer touch, and to promote harmony between all.

Former members of the R.A.M.C. take charge of the Emergency First Aid Boxes, and render much useful service to their fellow-workers of the Empire Press.

The House of Jarrolds To-Day

LONDON STREET

London Street, to-day the popular shopping centre of Norwich, would hardly be recognized by John Jarrold II, who brought the business to Norwich in 1823, commencing on the opposite side of the street, which was in those days narrower, and called Cockey Lane. The first portion of the building on the present site was opened in 1840, and from that time onward other premises were added, forming the present block reaching back to the Corn Hall and extending from Exchange Street to Little London Street.

The spirit of enterprise has been much in evidence during the last few years. A commencement of the erection of the present fine block of buildings was made in 1903. Further extensions and alterations from time to time have been made, and it is purposed to complete a further block in the rear, and if possible finish the corner of London Street and Exchange Street in the present year.

The eminent architect, Mr. George J. Skipper, has contributed to this Souvenir a pen drawing of the elevation, showing the building as it will practically appear when completed.

The business carried on at London Street embraces some fourteen departments. On the right side of the entrance is the well-equipped Book Department ; on the left the Fancy Goods Section is really a dozen departments in one, including, as it does, Silver Plate, Leather, Brass, Wood, Perfumes, etc., etc. Proceeding onwards, we come to the Stationery Department, catering for both private and commercial people ; the commercial sections are giving special attention to modern Office Equipment—Fountain Pens, Account Books in all styles and bindings. The Basement below is devoted to a fine range of Glass and China, and much attention is given to useful household Dinner and Tea Services. Here we also find Trunks, Bags, Attaché Cases, and every requirement for travelling.

On the first floor was recently opened the new Toy Department, which is proving a great attraction. Here also

The House of Jarrolds To-Day

may be seen a choice selection of Pictures, Prints, Artists' Materials, and specimens of all classes of Mouldings for framing.

The Educational Department, at present relegated to the old building, continues to cater for the needs of the schools. The Library on the second floor increases in membership yearly.

The beautiful Restaurant on the third floor is a recent departure. A success from its inception, it continues to show a steady increase in the number of its patrons. The services and appointments are high class, and Ladies' and Gentlemen's Cloak Rooms supply a long-felt want in Norwich.

The Wholesale Department has recently been thoroughly reorganized in what was the old printing factory, with a commodious Show Room with special entrance from Little London Street and adjacent to a new Wholesale News Department.

The Commercial Photographic Department is equipped with one of the largest cameras in East Anglia, and enables enlargements to be made up to 60 by 40. Photographic work for colour printing is here carried out, and a further equipment was installed for the production of photo post cards, which are so much in favour at the present time.

The Counting Room, in view of the present rebuilding and reconstruction, is being moved to more commodious quarters adjoining Little London Street.

Records of Long Service

	YRS.		YRS.
Stonex, H. (London St.)	- 67	Bunting, C. J.	- - - 40
Solomon, C.	- - - 60	Clarke, J. J. (London St.)	- 40
Cooper, R. T. (deceased)	- 58	Dobson, Miss	- - - 40
Gowen, J. (deceased)	- - 58	Garrett, J. J.	- - - 40
Payne, H.	- - - 58	Minns, T. Lee	- - - 40
Smith, B.	- - - 57	Piggin, W.	- - - 40
Tillyer, W.	- - - 57	Carman, G. (London St.)	- 39
Short, Henry	- - - 56	Ringer, W. W. (London St.)	- 39
Perry, George	- - - 55	Walker, J.	- - - 38
Wragg, F. B.	- - - 55	Wiffin, W. F. (London St.)	- 38
Clapham, E. C.	- - - 53	Baldwin, J. (deceased)	- - 36
Gibbs, Miss	- - - 53	Chadwick, P.	- - - 36
Woods, J.	- - - 53	Harcourt, Samuel	- - - 36
Bridges, W.	- - - 52	Marsh, W. E. (London St.)	- 36
Delf, R. (London St.)	- - 52	Pearson, E. M.	- - - 36
Norton, Miss	- - - 52	Hicklenton, John Knights	- 35
Winter, J. (London St.)	- 52	Norman, J.	- - - 35
Garrett, W. (London St.)	- 50	King, J.	- - - 34
Gayford, A.	- - - 49	Betts, A.	- - - 33
Lovick, Miss	- - - 46	Buxton, T.	- - - 33
Palmer, E. B.	- - - 46	Clapham, F.	- - - 30
Ott, Henry	- - - 45	Heath, R.	- - - 30
Thaine, J. (deceased)	- - 44	Lowe, C.	- - - 30
Capon, W. (London St.)	- 43	Beeston, Miss	- - - 28
Minns, J. (Senr.)	- - - 43	Hayden, P.	- - - 28
Buttifant, H.	- - - 42	Gardiner, T.	- - - 27
Freestone, W.	- - - 42	Woods, W. W. (London St.)	- 27
Gee, W. H.	- - - 42		

The House of Farrolds To-Day

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Stonex, H. (London St.)	- 67	Burton, J. S. (deceased)	- 40
Solomon, C.	- 60	Clarke, J. J. (London St.)	- 40
Tillyer, W.	- 59	Dobson, Miss	- 40
Cooper, R. T. (deceased)	- 58	Minns, T. Lee (deceased)	- 40
Debenham, W. (deceased)	- 58	Piggin, W.	- 40
Gowen, J. (deceased)	- 58	Winter, O. (deceased)	- 40
Payne, H.	- 58	Carman, G. (London St.)	- 39
Smith, B.	- 57	Ringer, W. W. (London St.)	- 39
Short, Henry (deceased)	- 56	Walker, J.	- 38
Cooper, R. (deceased)	- 55	Wiffin, W. F. (London St.)	- 38
Perry, John (deceased)	- 55	Baldwin, J. (deceased)	- 36
Wragg, F. B.	- 55	Chadwick, P.	- 36
Winter, J. J. (London St.)	- 54	Harcourt, Samuel (deceased)	- 36
Clapham, E. C.	- 53	Marsh, W. E. (London St.)	- 36
Gibbs, Miss	- 53	Pearson, E. M.	- 36
Woods, J. (deceased)	- 53	Nudd, W. A. (deceased)	- 36
Bridges, W.	- 52	Beeston, H. J.	- 35
Delf, R. (London St.)	- 52	Hicklenton, J. K. (deceased)	- 35
Norton, Miss	- 52	Norman, J. G.	- 35
Greathead, J. (deceased)	- 51	King, J.	- 34
Garrett, W. (London St.)	- 50	Rivers, W. (deceased)	- 34
Jenkins, Wm. (deceased)	- 50	Betts, A.	- 33
Gayford, A.	- 49	Buxton, T.	- 33
Clifford, C. R. (deceased)	- 48	Dady, Jacob (deceased)	- 32
Laws, T. B. (deceased)	- 48	Stamp, E.	- 32
Moore, W. B. (deceased)	- 48	Foggon, T. A.	- 31
Ott, Henry	- 48	Bowhill, O. H. (deceased)	- 30
Lovick, Miss	- 46	Clapham, F.	- 30
Palmer, E. B. (deceased)	- 46	Dady, Abraham (deceased)	- 30
Dyke, J. (deceased)	- 45	Green, Wm. (deceased)	- 30
Hicklenton, Wm. (deceased)	- 45	Heath, R.	- 30
Holl, E. W. (deceased)	- 45	Howard, A. (deceased)	- 30
Thaine, J. (deceased)	- 44	Lowe, C.	- 30
Capon, W. (London St.)	- 43	Winter, James (deceased)	- 30
Minns, J. (Senr.) (deceased)	- 43	Winter, John (deceased)	- 30
Buttifant, H.	- 42	Stringer, E. C.	- 29
Freestone, W.	- 42	Beeston, Miss	- 28
Gee, W. H.	- 42	Hayden, P.	- 28
Herring, E. (deceased)	- 42	Gardiner, T.	- 27
Hicklenton, T. (deceased)	- 42	Hird, Wm. (deceased)	- 27
Newton, — (deceased)	- 42	Woods, W. W. (London St.)	- 27
True, S. (deceased)	- 41	Cann, S. (deceased)	- 26
Turner, W. (deceased)	- 41	Hayden, E. (deceased)	- 25
Bunting, C. J. (deceased)	- 40	Hume, D. (deceased)	- 25

Total years of service of above 88 employees, 3644. Average, 41.7 years each.

Many others have been in the Firm's service from 18 to 25 years.

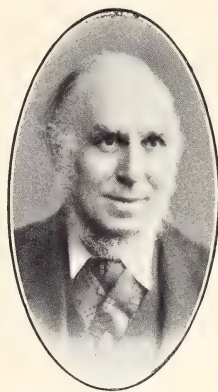
Long Service Records of Past Days in the Printing Works



C. J. BUNTING
(40 years).



SAMUEL HARCOURT
(36 years).



THOMAS LEE MINNS
(40 years).



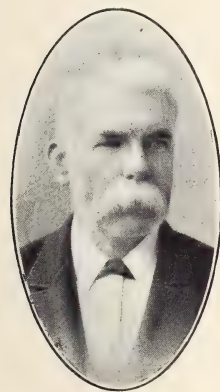
E. B. PALMER
(46 years).



JOSEPH GOWEN
(58 years).



GEORGE PERRY
(55 years).



JOHN WOODS
(53 years).

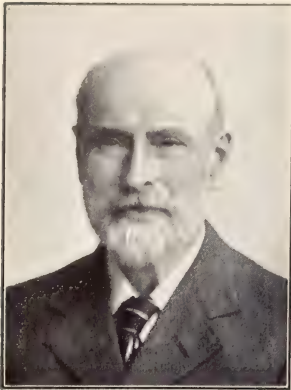


R. T. COOPER
(58 years).



J. THAYNE
(44 years).

Present Day Long Service Records in the Printing Works



C. R. SOLOMON
(57 years).



B. N. SMITH
(51 years).



W. BRIDGES
(52 years).



MISS NORTON
(52 years).



MISS LOVICK
(46 years).



MISS GIBBS
(53 years).



E. C. CLAPHAM
(53 years).



MRS. ROBERTS
1889-1924.



T. R. GARDINER
(27 years).



OLD SCHOOLHOUSE IN BLACK BOY YARD,
THE BIRTHPLACE OF THE TONIC SOL-FA NOTATION.



MISS SARAH ANN GLOVER,
Inventor of the Tonic Sol-Fa Notation.



ENTRANCE TO BLACK BOY YARD,
COLEGATE STREET.

Writers who helped to make Famous the House of Jarrolds



DR. E. C. BREWER (*at the age of 82*).



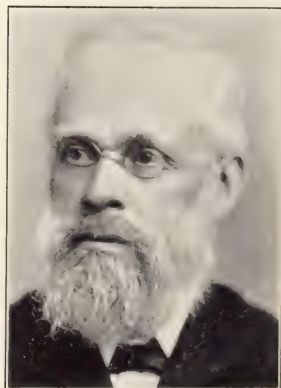
MRS. SEWELL



MRS. SEWELL AND ANNA SEWELL.



MR. FARNELL.



JAMES SPILLING

The House of Jarrolds

SOME EARLY AUTHORS WHOSE WORKS CONTRIBUTED TO THE WIDELY KNOWN REPUTATION OF THE *HOUSE OF JARROLD*S

DR. E. COBHAM BREWER.

DR. E. C. BREWER was in friendly relations with the Jarrold family from the time of their settling in Norwich, Mr. William P. Jarrold having been pupil at his school in Calvert Street, and afterwards at Mile End Road. "Brewer's Guide to Science" and other books were written at the firm's suggestion, followed by Histories of France, Germany, Rome, Greece, and many other volumes. Brewer's science was so popular as to tempt another publisher to issue what was clearly shown to be a copy, and an injunction was issued by the High Court, with heavy damages. Over 200,000 copies of Dr. Brewer's "Science" were sold.

MISS SARAH ANN GLOVER.

It is known to few that the Tonic Sol-fa System of Musical Notation was originated in Norwich by Miss Sarah Ann Glover, whose father, the Rector of St. Lawrence, was a musical enthusiast. Her mother was a singularly conscientious woman and a strict disciplinarian; this brought Miss Glover under powerful influence at home, which eminently fitted her to be a pioneer and inventor. From early days she took delight in teaching poor children, and brought out for them a very good series of spelling lessons. Early in 1812 she conceived the idea of simplifying the teaching of singing; her aim being to promote the glory of God in worship. She gave long, patient years to the perfecting of her system, which was first published by Messrs. Jarrold in 1835, under the title of "A Scheme for Rendering Psalmody Congregational," followed a little later by a Manual of the Norwich Tonic Sol-fa System for teaching in schools and classes. From this beginning she perfected a complete scheme of charts and a musical ladder for the teaching and training of choirs and individual singers.

In 1841 Mr. Curwen became acquainted with Miss Glover's books, and, being commissioned in the same year at a conference held at Hull to take up the subject of training of singers, visited Norwich, saw Miss Glover's school, and issued his first treatise of Sol-fa Notation, founded on Miss Glover's system. His great energy brought the Tonic Sol-fa to perfection; but at all times he gave the credit to Miss Glover of having been its originator. We are able to give a sketch of the old schoolhouse in Black Boy Yard, Colegate Street, which may be said to be the birthplace of the Tonic Sol-fa system. Here Miss Glover trained many boys and girls, young men and women, first of all for church choirs in Norwich and district, and later others to be trainers in the Tonic Sol-fa system, not only in the United Kingdom, but so far afield as New Zealand, Australia, and America.

The House of Jarrolds

MR. FARNELL.

Mr. Farnell, the distinguished writing master of Norwich, whose writing school was in St. John's Maddermarket, produced a system for teaching writing which was unrivalled. To aid in the acquiring of the Art of Penmanship, he invented a number of devices in wood and beaten iron for training the hand to correctly hold and manipulate the pen to secure an easy flowing style. These devices, into which the right hand was thrust, would to-day be deemed unthinkable for use in our schools. Mr. Farnell was a man of the real old school who believed thoroughly in thrashing boys to bring out *the best*! He, from time to time, used to visit Jarrolds' shop, and should he discover a new assistant, would come to the counter and exclaim, "Young man, can you write?" On receiving a reply in the affirmative, he would say, "Show me, then." When the young assistant would write his name on paper, Mr. Farnell would exclaim, "Do you call that writing? You should use my No. IV Copy Book."

We are indebted to Mr. Frederick Scutcheon, now living in Farnell's old Schoolhouse, for the loan of a portrait in oils from which our sketch was made.

MRS. MARY SEWELL.

Mrs. Mary Sewell was the talented author of many volumes of verse, portraying everyday things, the most popular being "Homely Ballads," "Thy Poor Brother," "Mother's Last Words," and "Our Father's Care."

MISS ANNA SEWELL.

Miss Anna Sewell was the gifted author of "Black Beauty, the Autobiography of a Horse," a story appealing to all classes and ages, as acceptable to the squire and his lady as to his stable boy, to the old and to the young, and has received the recognition of the Society for the Prevention of Cruelty to Animals. It has been issued in many editions, and translated into many languages. "Black Beauty" was written on a bed of sickness, under the greatest physical suffering, and it is in every way true to Nature, and makes as strong an appeal to-day as it did when first published in November, 1877.

MR. JAMES SPILLING.

Mr. James Spilling, Editor of the "Norfolk News" and "Eastern Daily Press," was a past master in portraying the real broad Norfolk of early days, and possessed a wonderful fund of humour.

About the year 1871 his first Norfolk Dialect was issued in the Press, and published by Jarrold & Sons in book form in 1872, under the title of "Giles' Trip to London." It achieved great popularity, and was quickly followed by "Molly Miggs' Trip to the Seaside," "The Cockneys in the Country," "Jack Jawkins' First Vote," "'Arry and 'Arriet," and other volumes, with a total circulation of over one million copies.

Mr. Spilling's more serious writings dealt with the Works of Swedenborg.

The House of Jarrolds

STALWARTS WHO HELPED TO BUILD THE *HOUSE OF JARROLD'S*

MR. JOHN GREATHEAD was an old-world character who might have come from one of the pages of Charles Dickens' books. The present partners held him in the highest esteem, he being indeed a link between them and the commencement of the business in Norwich by their grandfather. He continued at his post up to the year 1888, but the increasing rush of business was at times too much for him, and on busy Saturdays he was accustomed to retire to a quiet corner in one of the stock-rooms which he looked after. His old desk is still used in the Wholesale Department.

JOHN GREATHEAD'S RECOLLECTIONS

In 1836 I remember Jarrold & Sons' business being carried on on the opposite side of London Street, where Muskett and the Commercial Union now stand. It was divided or consisted of two shops—books on one side and stationery on the other.

Old Mr. Jarrold was a slow-speaking, fine old English gentleman, and old Mrs. Jarrold was a tall lady, partly paralysed, very fond of books.

Mr. John James Jarrold was rather tall, of very business-like habits. He died very suddenly of rheumatic fever.

Mr. Samuel Jarrold was much in the printing-room behind the shop, leading into Torris Court, with an outlet into the Gentleman's Walk. He was very energetic in pushing the sale of books.

Mr. William P. Jarrold had just left Blakelys (now I. W. Caley). Mr. Thomas Jarrold came home from boarding school about a week after I came to the business.

A clogmaker of the name of Bradfield had a shop on the site of our present factory, Little London Street, or Little Cockey Lane (originally called Smithy Lane,* on account of the number of working jewellers there), and somewhere near our shop Goldsmiths' Hall used to stand. Where the present showrooms stand there used to be a beautiful flower garden. Keen rivalry used to exist between Mr. John Jarrold and his neighbour, Thomas Theobald, in their gardens.

At the corner of the market, opposite the police station, where the City Offices now are, Seeley's Coffee House stood, and on two occasions I remember all employed had a supper there to celebrate the marriages of Mr. Samuel and Mr. William.

* The pen drawing of London Street with the coach-and-four shows, at the corner of Little London Street, Coopers, the Silversmiths, the last of the old Guild of Gold- and Silversmiths, whose quarters were at this part of the City.

The House of Jarrolds

When Post Office Tavern in Exchange Street was built, the ground was dug up, and the remains of an old church (St. Crouche's) was found, and a number of bones from the churchyard were disclosed, in the roadway, now Exchange Street.

A very ancient stone gateway originally stood in London Street where the present shop of Pigg & Sons, cabinetmakers, now is ; it was called Basham Gate. When pulled down to make way for London Street improvements the Corporation bought it, and it was put up at the Guildhall, and forms one of the entrances on the south-west, opposite the Fish Market.

I remember Lord John Russell coming to the shop with Sir John Boileau ; also the celebrated John Williams, the South Sea missionary, came in one morning and spent an hour in the private room with Mr. John Jarrold and his son John James.

In 1838 the only two second-hand booksellers in the city were Mr. Gooch in White Lion Street (now Mrs. Saul's) and Mr. Muskett at the corner of Bridewell Alley and Bedford Street.

TIMOTHY TOWNSEND

Mr. Timothy Townsend, who was for over sixty years in the Composing Room, with John Greathead and Obadiah H. Bowhill form a link between the present Directors and the time of their grandfather's commencing in Norwich. Unfortunately no photograph of this old veteran craftsman is now available.

OBADIAH H. BOWHILL

Mr. Obadiah H. Bowhill was with the firm from a boy on their coming to Norwich in 1823 and was a great favourite with old Mrs. Jarrold. Mr. Bowhill in later life left the bookselling trade, and was the founder of the boot and shoe manufacturing firm bearing this name at the present day.

SAMUEL TRUE

Samuel True, born 1822, died 1884, was for over fifty years employed in the book department and was known and highly esteemed by all true lovers of literature in Norfolk and Norwich. Devoted Secretary of Y.M.C.A, he took the keenest interest in young men. He helped to found the Norwich Literary Institution, and was one of the first to promote the idea of bank holidays, early closing, etc. The announcement of Mr. Samuel True's death brought numerous letters to the "Eastern Daily Press" from men of all classes—from Churchmen and Nonconformists—all testifying to his sterling worth.

The House of Jarrolds

Rev. J. H. Shakespeare, M.A., wrote: "I have felt that amid such a wide expression of esteem and affection we among whom he worked could not remain silent. He seemed without ambitions which are called worldly, and the aims which are transient and most common among men were unknown to him. . . . It is for his work among young men that he will be especially remembered. . . . It was emphatically true of him that his love, his chief interest, were with the cause of Christ. . . . Churchmen and Dissenters alike forget their differences over his grave."

Rev. George S. Barret, D.D.: "Mr. True's life was one of those quiet and unobtrusive lives of Christian service and usefulness. . . . His long official connexion with the Young Men's Christian Association . . . gave him abundant opportunities to promote the highest welfare of young men. I fear that his life has been shortened by the too constant zeal with which he was always glad to serve all who asked help from him. . . . But it is not only the Norwich Y.M.C.A. which has lost a friend in Mr. True, there is a still larger number of book-buyers who frequent Messrs. Jarrolds' shop who will miss the face of the most kindly and pertinacious persecutor they ever endured. . . . How many books have been bought through our late friend's skilful temptation I will not presume to say."

Mr. I. O. Howard Taylor: "Mr. True's work has, indeed, claims on young men. No honour to his memory could be faithful to the man dissociated from his life-aim. He is gone. Miss him we must—forget him we ought not. It is pleasing that the rising generation of Norwich can appreciate such a man as Samuel True."

J. L. Emms (one of the Committee of the Norwich Early Closing Association): "The assistants of this city owe much to Mr. True as a member of the Norwich Early Closing Association. In times gone by that society did a useful work, and principally under the direction of Mr. True. It devolved upon him to draw up memorials, canvass, etc., and issue the necessary bills for the Queen's birthday and other holidays or half-holidays that might occur, as it was then a great matter to get bankers and traders and others to suspend business on such occasions. We should have sometimes come poorly off for a day's recreation before the Bank Holiday Act came into force if it had not been for the advice and tact of Mr. True."

WILLIAM HICKLENTON

Mr. William Hicklenton was one of Nature's gentlemen, and the most genial of men, ever desiring to do a kindness to those around him. He saw many years' service with the firm, and in later years was head of the Counting Room.

It is remarkable that he was a perfect penman and retained his beautiful style to the end of his life. He took a prominent part at the Old Meeting Church.

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R. T. COOPER'S RECOLLECTIONS

Fifty-eight years is a good span in a man's life, but fifty-eight years' service with one firm seems a more remarkable thing to recall.

I entered the service of Jarrold & Sons on January 11, 1862, being then nearly fifteen years of age. I was mainly led to the choice of my trade from the fact that several of my companions were printers. I applied to Messrs. Jarrold & Sons, whose printing works were in Little London Street.

The principals in the firm were three brothers, viz., Samuel, William, and Thomas, and each of these had separate and distinct qualifications.

(1) *Samuel Jarrold*, the eldest, was an apostle of temperance, and displayed an amount of business tact in publishing a considerable number of temperance and religious tracts, as well as "The Temperance Monthly Visitor," which made him known not only in the Eastern Counties but all over England. As this literature was sold at a very cheap rate, the sale for a long time was considerable. I have seen him myself before breakfast on horseback scattering tracts as he rode along to passers-by. The whole absorbing passion of his life was for the advancement of the Temperance Movement. He purchased what was then called "The Lecture Hall" (now the St. Andrew's Picture House), where temperance meetings were frequently held; and he personally engaged a Mr. Lloyd as temperance agent for Norwich and district. He was always at the call of man or woman who wished to sign the pledge.

(2) *William Jarrold* was a quiet business man, and his activities were mostly confined to superintending the London Street shop. Outside the business he was a man highly respected. His gentlemanly manner made him many friends. He was a deacon of the Chapel-in-the-Field Congregational Church from the time of its erection until his death, and he also conducted a Young Men's Bible Class at his house, Newmarket Road. The attendance at this class was very large, for he was an excellent teacher. I was myself a member of his class for some years.

(3) *Thomas Jarrold*, the youngest of the brothers, was a keen and capable man. He was for a considerable number of years the guiding spirit of the firm, as well as the standard of appeal on every question that called for attention in the business transactions of the firm. He devoted much time to educational publications, and these were issued in the form of "Martin's Instructive Reading Books," "Grades," "Gladman's School Method," Cowham's Geographies and copy-books, all of which had immense sales. The Household Tract Series, which included "Mother's Last Words" and "Our Father's Care," made the name of Jarrold famous throughout the length and breadth of the land. Other works by Mrs. Sewell, such as "Homely Ballads," "Stories in Verse," "The Children of Summerbrook," etc., were published, as well as Dr. Brewer's science books, and a considerable list of presentation books.

The publication of all these had the personal and guiding hand of Mr.

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Thomas Jarrold. Outside his business Mr. Thomas was a busy man. For a long series of years he was a member of the City Council, Superintendent of Silver Road Sunday School till his death, and he was regarded as a prominent Nonconformist.

I think they may with a truth be termed "Worthies of Norwich."

I well remember the first morning of my entry into the printing office in Little London Street ; it was in the press-room, and I was set to work at the smallest press, which I believe is still to be found in the stereo foundry at the St. James' Works. The press-room was at that time a very busy room, with some seven or eight hand-presses, larger editions being executed in the machine-room by steam power.

The general manager was Mr. C. J. Bunting, whose memory I shall always cherish as one of the truest and best of men. He was an inspiration to all who came in contact with him, and he helped greatly to mould the lives of those under his charge, particularly the young men. He was a prominent citizen, being for many years a member of the old School Board, and he was also secretary and visitor of the Norwich Sunday School Union. He was the author of two household tracts, "The Great Event" and "Working Men's Hindrances." I have heard him say that some of the manuscripts sent for publication were read by him before they were accepted by the firm. You can thus understand the value that the firm placed in his judgment.

The seven years of my apprenticeship were amongst the happiest years of my life, for my fellow-workmates were men of character, those you could look up to for guidance and help. I may mention the names of Mr. E. B. Palmer (then reader), John and James Winter (brothers), Jabez Algar (father of Mr. Algar, St. Stephen's Street), Jacob North (who emigrated to America and established a large printing business in Lincoln, Nebraska, U.S.A.), Edward Coe (father of Mr. Coe, London Street), James Hill, W. Tuxford, C. Townsend, Arthur Gray, and James Sayer (who both emigrated to America), Joseph Gowen, C. Solomon, and William Turner (who afterwards became manager). These were amongst the earliest of my fellow-workmates, and some of them became my truest friends.

At this time the press-room was in charge of Mr. C. Norton, assisted by Mr. William Jenkins ; and the machine-room under the care of Mr. W. Hayden, whose principal assistant was Mr. H. Malden ; Mr. William Green then being engine driver. The binding-room was under the management of Mr. Harcourt, and the "girls' room" as it was termed, was under the care of Mr. Newton ("Father" Newton, as he was called from being advanced in years), where all folding and stitching was executed. At this time in the "Front Shop" (London Street), as it was called, were Messrs. William and Thomas Hicklenton, S. True, J. Greathead, Holl, Pert, Perry, and Stonex. The London house was at 47, St. Paul's Churchyard, under the charge of Mr. Short.

After the decease of Mr. Samuel, Mr. William, and Mr. Thomas, the

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business was presided over by Mr. John James Jarrold, eldest son of Mr. Samuel. Under the management of Mr. Samuel John James, the business very much increased, but being attacked with a very serious illness, which afterwards had a fatal termination, he was succeeded by his two brothers, Mr. William and Mr. Herbert. In appearance I have often observed a resemblance in Mr. William to his Uncle Thomas, while Mr. Herbert more reminded one of his father. Then occurred the most marked increase in the business, so that new premises had to be sought, and these were found at St. James'.

When I think of the changes between the morning I first entered the service of Jarrold & Sons and the present time I feel astounded. Then all type was set by hand, and printing by hand-presses was largely in use. Now there is the monotype machine, and in place of hand-presses up-to-date printing machines have been installed and work of the highest class is executed. Then, too, the foundry employed only one man at the time of my apprenticeship, and he had to fill up his time at the press; but now both electrotyping and stereotyping is done by a large staff.

The same, and indeed more, can be said of the lithographic department, which was non-existent when I first came to the firm; but now it has become a large and important branch in the business, and the same remarks I have made with regard to the up-to-date methods and machinery in the letter-press department will equally apply to the lithographic printing.

G. H. OLLEY'S RECOLLECTIONS

One has very vivid memories of early years' remembrance of "Jarrolds." My father was apprenticed to the firm as a bookbinder and bookseller, and after passing the routine I think of seven years he was employed in the London Street shop as one of the chief salesmen. "Jarrolds" thus became a topic daily in my short schooldays, and to be employed in such a surrounding of beautiful books, etc., an ideal profession.

My father dying at the early age of thirty-two years, my mother interviewed Messrs. Jarrold, and they good-heartedly gave me a start, and thus at about twelve years of age I commenced work in their manufacturing stationery and wholesale department. I was in the wholesale manufacturing stationery department about three years under the control of Mr. James Pert, and acquired habits of industry and attention to detail which was of great service in forming character, etc., and having during that period constantly attended evening classes in arithmetic and "book-keeping," I approached the partners for a transfer to the retail cash desk in the London Street shop, which they kindly gave me. There for about two years I saw much of the three brothers, Samuel, William, and Thomas, each of whom gave time fully to the supervision and development of this large, growing business. Just before 1860 the two shops, London and Exchange Streets,

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were connected on one floor level and converted into one beautiful shop, available from either street. Book-cases containing beautifully bound Bibles, poets, classics, and illustrated books were displayed, and the shelves of each shop occupied by standard works of every kind. These were supported as to refilling by stocks in large book rooms, twelve in number, in the rear, so it was then practicable to obtain an edition of every important book then asked for by purchasers. Jarrolds always could supply either cheap or costly editions, and there was a constant succession of buyers of scientific, travel, etc.—indeed, of all the best varieties published. From my desk I saw as such the élite of the city and county, many of whom came in carriages emblazoned with heraldry and attended by liveried coachmen and footmen, many of them leisurely inspecting the literary treasures in new books and new editions as received from the publishers.

Mr. Samuel Jarrold was a pioneer in the Total Abstinence Movement, proprietor of the Lecture Hall (afterwards called the Victoria Hall), in St. Andrew's, largely giving of his own purse support to the paid temperance missionary, who worked in the city's poorest quarters and held meetings under supervision of Mr. Samuel Jarrold and others for the promotion of Total Abstinence "Bands of Hope" for the children attracted by music and entertainments to gather audiences in numbers. Mr. Jarrold did much personal work, and induced many to sign the temperance pledge. Speaking with kindness and effect, he gathered a large circle around him, and that at a period when the subject of total abstinence, and consequent thrift, was held in derision by a large proportion of the population. He published at his own cost "The Monthly Temperance Visitor," and a large number of temperance tracts which were largely distributed through his personal influence.

Mr. William Jarrold originally attended the Old Meeting Congregational Church, and shortly before 1860, with several others, believing there was scope for a new church in another part of the city, planned the purchase of land and building of the Chapel-in-the-Field Congregational Church, a large and handsome building, and a prosperous church and congregation has continued there. He was also a man of genuine sympathy and gave liberally to general and benevolent objects up to his death in 1876. I enjoyed his personal friendship, and greatly revere his memory.

Mr. Thomas Jarrold devoted most of his business hours to the printing and publishing sections, which under his vigorous temperament and foresight greatly increased. The firm having a depot under the shadow of St. Paul's Cathedral—shall I say the very hub of London?—its publications gained great circulation, and hundreds of thousands of the Norwich productions were daily being sent there. The despatch of the so-called London parcel, frequently many hundredweights, was a daily event in the warehouse—Household Tracts for the People, of which "Mother's Last Words," "Our Father's Care," and others had a large circulation; also editions of the celebrated Norwich schoolmaster's copy-books (Mr. Farnell), which did

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so much to improve a more rapid writing, became famous throughout the kingdom. Many educational works, such as "The Observing Eye" and other similar books, were successfully published by the firm at this period.

Mr. Thomas Jarrold attended St. Mary's Baptist Church, and personally did a great and useful work as superintendent of the Silver Road (or Pockthorpe) Sunday School, a part of this city at that time needing courage and patience to attempt any religious work. He was also a proprietor of the "Norfolk News" and its following papers, and gave practical advice in its working.

It was, I have always believed, the solid goodness of these three brothers, the pioneers of the present "Jarrolds, Limited," that drew together the loyalty of their assistants, who in return highly esteemed their employers and made the business a delight and a great success, and a household word in our city and elsewhere.

C. J. BUNTING

Manager of Printing Works and for over forty years in the firm's service. He took an active part in politics as a Liberal, writing a number of pamphlets under the *nom-de-plume* of "A Norwich Operative"—amongst others "A Word to the Masses"; "A Voice from the Millions," which contained an appeal to the middle classes on behalf of the unenfranchized; "A Lecture on Reform—a Working Man's Reply." This lecture created much interest at the time it was delivered. A great meeting was held at the London Tavern, Bishopgate Street, E.C., on May 26, 1851, under the auspices of the National Parliamentary Reform Association, presided over by Sir Joseph Walmsley, M.P.

Mr. M. Cobden, M.P., and Mr. C. J. Bunting were the chief speakers. It was on that occasion that Mr. Bunting trenchantly dealt with the prevalent objections to the enfranchisement of the working classes.

Later, in recognition of his services in the Reform Movement, the above Association presented the "Norwich Operative" with a silver inkstand.

In addition to a temperance paper on "The Great Enemy," Mr. Bunting published pamphlets entitled "The Starting in Life," "Working Men's Hindrances," which formed two early numbers in Jarrolds' famous Household Tracts for the People—first inaugurated by Mr. Thomas Jarrold, and which reached a sale of over five millions.

Mr. Bunting was a keen educationist and one of the first members of the Norwich School Board, being regarded as a Working Man's representative on that body.

He was for some years superannuated by his employers, who held him in the highest esteem. He was a conscientious, useful man, and succeeded in winning the confidence of all with whom he was associated.

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Letter to a Cousin, dated May 31, 1850.

C. J. Bunting, apprenticed to Upcott (London), now defunct.

On leaving I entered the employ of Messrs. Jarrold & Sons, with whom I have since remained, and have now the honour of conducting their printing business, by no means a small, and certainly a growing, one.

Happening to have a strong political bias of the ultra-radical cast, I ventured to employ my pen on behalf of the principles I have expressed. The result has been my introduction into quarters I little dreamt of, and with so encouraging a reception on the part of the public as to lead me to feel it my duty to make political enfranchisement my chief hobby.

I have made use myself of the medium of a portion of the Liberal newspaper press, and am now engaged in the editorship of a small periodical devoted to the diffusions of what I conceive to be the right means of effecting a right object.

My strong views upon temperance and other important questions have helped to keep my pen employed; in fact, I have hardly a moment disengaged.

I was delegate to Paris at the late Peace Congress and am just returned from the London Reform Conference. It has happened in most movements I have come into collision with the authorities. I have been once arrested upon the very serious (?) charge of obstructing a recruiting officer in the discharge of his duty by endeavouring to explain to a recruit the absurdity of the step he had taken. My grave offence was brought before the attention of the Home Secretary (Sir J. Graham) by the commanding officer whose flunkey I had offended, but after preparing for a trial, on the advice of Sir James, the charge was abandoned. This affair led me into an intimate association with one whom America reveres—Joseph John Gurney. Peace to his memory!

I had hardly got over this storm when I was brought into collision with the Mayor of Norwich for the time being, for calling the attention of Sir George Grey to the brutal conduct of the Norwich Police in the time of a disturbance; and, by the by, who do you suppose was my Right Worshipful opponent? No other than our friend George Coleman, who was in Wright's printing office—I dare say you have not forgotten. Recollecting our old associations, it was amusing to find the local journals arrayed on our respective behalfs and contrasting our respective abilities. Poor George is as complete a bumpkin as ever, and is the butt of the town!

I have recently escaped from another dilemma. My little periodical has been complained of to the Government on the ground of a violation of the stamp duties. I have petitioned the House of Commons, and Mr. Milner Gibson introduced my correspondence with the Government official in his motion for the abolition of the newspaper tax.

I believe we shall induce the House to appoint a Committee to inquire into the effects of this odious impost, and then I am hopeful that it will be exploded. Were I single I think I should take myself to some shore where such absurd restrictions are unknown.

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Norwich has undergone some improvement since you left here. London Street is now in course of widening [it was completed in 1874], the Ranelagh Gardens are now a railway terminus.

I am now a Sunday school teacher and occasional preacher. Trowse is still my chief place of Sabbath labour. (By the by, I happened to be one of the successful competitors amongst the Sabbath Prize Essayists.)

Yours very respectfully,

C. J. BUNTING.

JOSHUA DYKE

Joshua Dyke, originally an old Norwich weaver, was afterwards for very many years in the service of the firm, first as an outside porter, and on the death of Mr. William Hicklenton as caretaker. Joshua was a most lovable character, a born poet, fearless but independent in character. He would not hesitate to address anyone on equal terms, at the same time meaning in no way any offence. In his spare hours he put together many poems of real merit. Often when assistants were dressing windows or counters in after hours he would be sitting by them, and would recite to them some of his poems to their keen interest.

He was a character well known both in Norwich and further afield. Many quaint stories could be told about him. He often said "There is no difference between man and man except the clothes." He himself kept to the old style of velvetene corduroy, and used once a year to have an entirely new outfit. The late Mr. Oliver Winter used to tell a story of one occasion when Dyke had dressed himself in all his new clothes, and when walking home from the Haymarket, was the innocent cause of much confusion and shame to his master, Mr. W. P. Jarrold, a man of great shyness and reserve, and one who was always dressed immaculately, but if anything his trousers were a little on the short side. He was also coming along the Haymarket behind Dyke, but not knowing such was the case, he was horrified to hear a voice from behind shout, "Jarrold, have you not put your feet too far through your trousers this morning?" It must be explained that Dyke being with Messrs. Jarrolds was often known as much by the name of Jarrold as his own surname. When donning his new clothes he had a habit of putting at least two reefs in the bottom of his trousers, which would show his new worsted stockings and shoes.

Another story was told of Dyke on the occasion of a dinner given at Cooper's New Restaurant, Bank Plain, in connexion with the marriage of Mr. S. J. J. Jarrold. Joshua, being accustomed to taking his meals leisurely, was much more engrossed with the conversation of his neighbours on the right and left than looking after his own dinner, and for the first two courses he took very little, and his plate was whipped away while he was otherwise engaged. This evidently made the old man wary, and on the waiter coming a third time to take his plate Joshua fixed him with his eye and said, "Young man, if you do that again I'll snip the fingers off you."

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HENRY SHORT

Mr. Henry Short was one of the earliest apprentices of the firm. His indentures, which he left to the chairman, contain the signatures of Mr. John Jarrold, Senr., and his four sons—John James, Samuel, William, and Thomas. Mr. Short completed his apprenticeship at a time when the firm's publications were growing in importance and number, and was closely in touch with Mr. Thomas Jarrold in their production. The need for a publishing house in London arising in 1847, he went to London, and under his care the business prospered, making it necessary within twelve months to remove to the important business corner at 47, St. Paul's Churchyard. He came into intimate touch with many of the popular authors whose books laid the foundations of the publishing side of the business. On the death of Mr. Thomas Jarrold his experience was of the greatest value to Mr. S. J. J. Jarrold. The firm at this time made such special arrangements as would enable him to benefit by the continued success of the London business. In the latter years of his life failing health made it necessary for him to gradually ease off, and he passed away widely respected in the publishing world and regretted by all who knew him.

E. J. DODD

Mr. E. J. Dodd was trained and served his apprenticeship with the firm, and acquired his knowledge of books in the Norwich house. On the breaking away of some members of the old house of Routledge, he joined Mr. Frederick Warne in partnership. This did not in any way sever his interest or connection with the House of Jarrold, which continued on mutually friendly lines up to the end of his life. He was a figure well known to booksellers throughout the Kingdom, and was always held in the highest regard.

HENRY STONEX

Mr. Henry Stonex has broken all records in long service, having now completed sixty-seven years with the firm. His time has been spent in the Counting Room and he has contributed to the wonderful progress and change during the firm's career. He has now worked with three generations of the house.

We wish him continued health and strength in the New Year.

WALTER A. NUDD

Mr. Walter A. Nudd served his apprenticeship with the house and grew up to take first place, and later manager of London Street shop. Always of a genial and bright nature, he was most popular with all classes. He was very musical, and in collaboration with Mr. Wm. Wurr he was in great request for concerts, and they were able to help many a charity by their talent. He left the firm to become a partner in the old-established book-selling business of Mr. Henry Stacey, on the Walk.

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OLIVER WINTER

Mr. Oliver Winter was son of the Rev. John Winter, Congregational Minister at Wortwell. He was trained in the Book Department and also under Mr. Thomas Hicklenton, and acquired a very wide range of the knowledge of books. He took charge of the Education Department about the time of the passing of the first Education Act in 1870. His duty was to visit the schools of the Eastern Counties, and he was instrumental in building up a large school business in the district.

A deacon of Prince's Street Church, he had given long years to the fostering of the Sunday school there. He was respected and looked up to by all who worked with him, both in the firm and the city generally.

WILLIAM TURNER

Mr. William Turner rose from quite a humble position in the Printing Works by his sheer ability and worth to be General Manager, and proved himself of the greatest help and service to Mr. W. T. F. and Mr. T. H. C. Jarrold when the burden of the business fell on their shoulders in 1890.

He was much respected by all who knew him, and his life-work for the Sun Lane Sunday School, in collaboration with his friend John Clarke, made him its chief pillar and mainstay.

WILLIAM TILLYER

Mr. William Tillyer has completed over fifty-seven years with the firm, and we are all glad to say he is still with us and in good health. It would be impossible to tell how much he has endeared himself to all who have come in contact with him by a thousand and one little acts of kindness he has habituated himself to practise from day to day, year in and year out.

We hope he may long be spared to leave sunshine in the path of each of us.

THOMAS HICKLENTON

Mr. Thomas Hicklenton, son of William Hicklenton, had grown up with the firm, and was a man of very wide business ability and instinct. He for many years travelled and controlled the Wholesale Department; but his real interest was in second-hand books. In going about the county he, from time to time, purchased libraries, and he just revelled in going through his finds whenever opportunity permitted his spending a few days in the house. His soul was ever among his books in the many second-hand stock-rooms. Periodically he had a joy-week in making a new catalogue, and after a few hours amongst his treasures he was "*a sight for the gods.*"

The House of Farrols

GEORGE PERRY

Mr. George Perry completed over fifty-five years in the manufacturing stationery side of the house. A born naturalist, a great lover of Nature, and a man of strong individual character, he loved to spend all his leisure in the open. No man knew his countryside better. During his lifetime he got together an unique collection of English butterflies. It is only a short time since that the old hand-cutting machine which he worked so many years was destroyed—a fact which is much regretted by the Chairman, as it would otherwise now have found a resting-place in the Trade Museum, shortly to be opened in the Old Bridewell, to illustrate the Art of Printing from early days to the present time.

J. J. WINTER

Mr. J. J. Winter has completed fifty-three years' service with the firm. He has spent the whole of his time in connection with the wholesale department, taking occasional journeys, and has been in close touch with the commercial houses of the City. For many years he has done a large share of the buying for the wholesale trade, and has been instrumental in largely increasing this side of the house. Mr. Winter is very musical, and joined the Festival Choir over forty years ago, and is still a member.

